

BBA SPECIALIZATION COURSES— FINANCE

FIN Financial Markets and Institutions

407

Prerequisites: **None**

This course examines the various financial markets that play a crucial role in helping individuals, corporations, and governments obtain financing and invest in financial assets such as stocks, bonds, mortgages, and derivatives. It includes the study of financial institutions that facilitate management of financial market transactions.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization;
Elective

This course is a prerequisite for: None

FIN Mergers and Acquisitions

412B

Prerequisites: **None**

This course is about mergers and acquisitions. Students will be equipped with conceptual and analytical tools needed for mergers and acquisitions. Classroom case discussions and conceptual material will cover a wide range of countries from American, Europe and Asia. Mergers and friendly acquisitions, hostile takeovers and initial public offering will be studied. This course studies the factors of a successful merger or acquisition. Issues about motive and strategy will be discussed, financial theory, social responsibility, and corporate valuation would be used to view these control acquiring transactions. Students will learn to develop a concept and translate that idea into a proposal through deal design; and to analyze to form opinions about proposed deals.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization;
Elective

This course is a prerequisite for: None

FIN International Corporate Finance

415

Prerequisites: **None**

This course provides an introduction to corporate finance problems in an international environment. Students will learn corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization;
Elective

This course is a prerequisite for: None

FIN Investment Analysis**420**Prerequisites: **None**

This course focuses on the concepts of portfolio analysis in the general area of institutional investment management. The course discusses principles for managing investment assets that include equity and fixed-income securities. These principles can be used on corporate investment management, bank-administered trusts, and other institutional investment management.

Credit Hours:	3
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Course Delivery:	Classroom
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Group:	Specialization; Elective
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This course is a prerequisite for: None

FIN Financial Derivatives**430**Prerequisites: **FIN305**

This course introduces students to valuation methods of options, futures, and related financial contracts, including futures contracts; strategies with respect to these assets; dynamic asset allocation strategies, swaps; and the use of derivatives in the context of corporate applications.

Credit Hours:	3
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Course Delivery:	Classroom
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Group:	Specialization; Elective
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This course is a prerequisite for: None

FIN Special Topics in Finance**475**Prerequisites: **None**

Students will be extensively introduced to one of the topics in Finance. The particular topic will be selected based on student interests and availability of resources at school.

Credit Hours:	3
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Course Delivery:	Classroom
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Group:	Specialization; Elective
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This course is a prerequisite for: None

ACC Managerial Accounting**203**Prerequisites: **None**

This course is expected to immediately follow Financial Accounting and students will learn to apply their knowledge of Financial Accounting to reformulate accounting information that can be used for decision making within the organization. The course will deal with preparation of Cash Flow Statements, issues with the inventory accounting cycle and accounting for indirect expenses. Students will learn traditional methodologies as well as activity based methods. Students will also learn about budgeting, break-even analysis, Performance financials and cost control. The course will then introduce different methodologies to making decisions within organizations and cover capital budgeting as well as the balanced scorecard.

Credit Hours:	3
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Course Delivery:	Classroom
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Group:	Free Electives
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This course is a prerequisite for: None

FIN Financial Math and Modeling**405**Prerequisites: **None**

The course aims to equip students on how to effectively use Microsoft Excel and its built-in programming language, Visual Basic for Application (VBA), to build financial models. The course will examine financial mathematics, equity, fixed-income, option and portfolio optimization problems. The course is a combination of both lectures and lab session. By the end of the course, students should be able to understand the concepts in model building and its structure, build financial models using Excel, and understand financial instruments: fixed-income, equity and option securities.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

FIN Commercial Banking**308B**Prerequisites: **None**

Any financial institution which receives, collects, pays, transfers, exchanges, lends, invests, or maintains money for its customers is labeled as a Bank. This course will be providing an introductory overview of banking activities, regulations and management issues. Agency and asymmetry issues in the banking context would also be discussed. It helps students comprehend contemporary central banking and different financial features of commercial and investment banks. They also learn about the recent developments in developed, emerging and transition banking and financial systems in detail.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

FIN Finance Simulation**300**Prerequisites: **FIN305**

This finance simulation course is designed to replace the equations on blackboard with simple interactive simulation on computer screens. Finance is ideally situated to benefit the simulation methodology as a teaching tool. The utility of Monte-Carlo simulation of risk in finance is an accepted tool and is widely used in academia. Few textbook examples from finance will be taught to demonstrate and students will practice the simulation themselves during the course. They will learn about Monte-Carlo simulation (MCS), random number generation, obtaining a normal distribution, simulating stock prices, pricing of options using MCS, using MS-Excel to find iterative solutions, financial statements forecasting and fixed income securities price/yield.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

FIN Financial Statement Analysis**404**Prerequisites: **None**

The goal of this course is to prepare students to succeed as future business managers. Financial statements provide basic information for diagnosing a company's problems/strengths and for making key business decisions (i.e., making loan, investment, acquisition, employment and political decisions, etc.). This course will equip students to acquire necessary skills and methodologies to analyze financial statements in depth.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization; Elective

This course is a prerequisite for: None

ENT Entrepreneurial Finance**418B**Prerequisites: **None**

Securing external finance is often a critical success factor for entrepreneurial ventures. However, such financing arrangements have to deal with various risks and issues embedded in the relationships between financiers and entrepreneurs. This course focuses on agency problems that arise between entrepreneurs and their investors with emphasis on the role of financial contracts designed to address those issues under conditions of risk. In doing so, this course covers a wide range models in high-risk environments from venture capital finance to microfinance.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization; Elective

This course is a prerequisite for: None

FIN Investment-Stock Trading Experience**424**Prerequisites: **None**

This course is about how to apply investment and portfolio theory to primarily equity market trading that are essential to analysis of investment portfolio. This course can be carried out efficiently by exploring risk-free live market trading. To this end, students will be equipped on how to build critical analysis and trading strategy through by using Stock-Track simulator platform.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization; Elective

This course is a prerequisite for: None

BBA SPECIALIZATION COURSES— MARKETING

MKT Marketing Strategy

311 Prerequisites: **MKT200B**

The marketing strategy forms the core of all marketing decisions in the organizations. The unit explains how the decision variables (Product, Price, Place and Promotion) interact with one another to add desired customer value and propositions. The unit also explains the marketing strategies for Asian and global market.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MKT Consumer Behavior

401C Prerequisites: **None**

The consumer decision making process is unique and is driven by the culture, perception and society. The course presents a comprehensive, systematic, and practical approach for understanding the consumers and society. The course explains how the behavior of individual consumers and consumer groups influence the success of marketing and strategy and marketing programs.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MKT Brand Management

403 Prerequisites: **None**

The course explains how brands are managed and employed as strategic assets. It covers the management of brand loyalty, brand extensions, extended product lines and assessment of brand strength and equity. Brand development and brand lifecycle strategies are also discussed. The course uses real life cases to familiarize students with the issues and challenges faced by Asian and global brands.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MKT Marketing Research

408B Prerequisites: **None**

The course provides the students marketing research knowledge and skills with managerial perspectives. The course covers identification of research problems, analysis and reporting. It also enables the students to apply qualitative and quantitative research techniques in various decision making and problem solving situations.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MKT Marketing Communications**415**Prerequisites: **None**

The effective and efficient use of marketing communication tools and techniques are requisite to achieve the desired marketing development. The course introduces marketing communication components (advertising, direct marketing, sales promotions, public relations, and personal selling) and explains how it influences marketing development. The course also elucidates the strategic implementation process of integrated marketing communications with the special attention to ethics and social responsibility. It provides a knowledge base with global perspective and Asian thoughts.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization;
Elective

This course is a prerequisite for: None

MKT Special Topics in Marketing**475**Prerequisites: **None**

This course will explore in-depth a current topic in the marketing field. The topic will be based on student interest and availability of school resources.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization;
Elective

This course is a prerequisite for: None

MKT E-Marketing**425**Prerequisites: **None**

This course aims to prepare students to excel in the electronic market place in critically understanding the Internet, its origins, historical perspective and Internet industry infrastructure. The course will also prepare students to evaluate and appraise Internet as a complimentary marketing tool for traditional marketing, and equip them to develop and evaluate Web strategies for marketing as well as gain general knowledge of topics pertinent to interactive technologies and their application to marketing strategy. Students will be able to critically evaluate and select techniques in both on-line and off-line to promote a web site, and develop/refine problem solving skills appropriate for domains characterized by rapidly evolving technologies, minimal levels of extant regulatory policy, and the combination of characteristics of traditional marketing media.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization;
Elective

This course is a prerequisite for: None

MKT Service Marketing**418C**Prerequisites: **None**

The world economy is increasingly dominated by services. In the U.S. approximately 75% of the labor force, 70% of the GNP, 45% of an average family's budget, and 32% of exports are accounted for by services. Overall purpose of this course is to introduce students to the marketing techniques that are applicable to the services sector. The coverage includes characteristics of services, analytical models for service organizations, managing service experience, consumer behavior, and services development. This course is designed to help students understand the unique characteristics of services, the marketing challenges created by these characteristics, and effective ways to address these challenges.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MKT Marketing Simulation**300**Prerequisites: **MKT200B**

An effective way to help students learn about marketing management is to experience the challenges of managing a business or a brand in a simulated environment. Reading textbooks teaches the foundations of business theory, and real-world experience often demonstrates the challenges of putting those theories into practice. The lessons of experience usually have the greatest impact because people tend to learn best by doing, not solely by reading or hearing about other people's experiences. This simulation is designed to accomplish such a task.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MKT Marketing Analytics**330**Prerequisites: **MKT200B**

The primary objective of this course is to provide students with foundational knowledge and a basic skill set required for a market analyst. This course objective is aligned mainly with "Creative Management Foundation", one of the Solbridge's five mission-based goals. Other mission-based goals are supplemented by a variety of real-world examples used in class lectures.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

BBA SPECIALIZATION COURSES—MANAGEMENT

MIB Global Leadership

302C

Prerequisites: **None**

An effective leader in today's workplace needs to be visionary, inspiring, dynamic, a good team player and an effective change agent. It is essential for a manager to understand what it takes to be an effective leader, and cultivate the attitudes and behaviors needed for leadership. This course has two objectives: (a) to clarify classical and contemporary approaches to leadership, the meaning of effective leadership, and leadership styles, and (b) to give the students tools that will help them develop their leadership skills. The course will mix class discussions with experiential exercises and other practice-oriented sessions to meet the objectives.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

BUS Human Resource Management

410B

Prerequisites: **None**

The Human Resources Management course provides an overview of the fundamentals of human resource management and the importance and impact of human resource management on an organization. The course will focus on the following major areas: strategic human resource management, planning human resources, selecting human resources, placing, developing and evaluating human resources, rewarding human resources, maintaining high performance and evaluating human resources strategies.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

BUS Managing Diversity in the Workplace

415B

Prerequisites: **None**

Diversity of people is the pervasive feature of today's workplace. Gender, ethnicity, national, religious and cultural diversity are but some aspects of diversity that organizations need to deal with in an increasingly globalized workplace. Many organizations continue to learn how to manage this diversity while integrating people, and facilitating a collaborative and productive work environment. This course will examine the nature of diversity in organizations, and implications for management in the future. The course will also explore management challenges and issues arising from diversity, existing frameworks and solutions to deal with these challenges and emerging trends. Students will acquire fundamental conceptual knowledge required for diversity management, and practical solutions to effectively function in a diverse workplace and manage the workforce.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MIB Global Strategic Management**408C**Prerequisites: **None**

This course introduces students to the fundamental concepts, analytical tools, and frameworks related to the challenges of globalization and international strategy. Gain insight and perspective about globalization and its consequences for national economies, politics, and international business. Explore and analyze elements of the international political economy that impact international business design and adaptively configure a firm's international strategy in a dynamic global environment.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MIB Global Supply Chain Management**415B**Prerequisites: **BUS325B**

Supply chain management is one of the key ingredients of firm success in the global economy. The fate of firms in several industries hinges on efficient and effective supply chain management. This course will focus on the management of global supply chains, such as manufacturer-retailer, and supplier-manufacturer systems. The course objectives are to learn recent best practices in global supply chain management, and to develop skills in solving specific types of logistics and supply chain problems. The course is also intended to improve students' ability to deal with unstructured dynamic problems encountered in logistics and supply chain management.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MIB Special Topics in Global Business**475B**Prerequisites: **None**

Students will be extensively introduced to one of the topics in global business. The particular topic will be selected based on student interests and availability of resources at school.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

ASM Asian Marketing**411B**Prerequisites: **None**

This course teaches students about what constitutes modern marketing in Asia in the dynamic commercial environment. In this course, students will learn how to develop marketing plans, how to understand the major environmental factors in our changing marketing environment, and how to use a framework for including ethical and social responsibility considerations in marketing decisions. At the end of the course, students will have a better understanding of how to capture marketing insights and performance, connect with customers, build strong brands, shape marketing offerings, deliver and communicate value, and create successful long-term growth.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

BUS Business Law**405**Prerequisites: **None**

This course follows a primarily Socratic instruction model provided in classic US/UK legal study programs to teach students to ‘think like a lawyer.’ Students actively participate in legal studies designed to enhance business skills such as analytical thinking, written communication, oral presentation, debate, conflict resolution, and team work problem-solving. This course examines how key areas of business law, including contracts, sales, and business organizations, influence the structure of domestic and international business relationships.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MIB E-Business Management**320**Prerequisites: **None**

This course will explore managerial principles applied to organizations that conduct businesses via the internet. In particular, the course will touch on economic and social implications of E-Business technologies. It will also cover the basic managerial functions (i.e., strategy, marketing, accounting, logistics, finance and ethics) when doing E-Business. The course will also briefly touch upon technologies required to conduct e-business, different models of e-business, methods of e-payment and security threats, etc. Therefore, this course will help students better understand business practices via the internet.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

MIB Management Simulation**300**Prerequisites: **BUS211C**

An effective way to help students learn about management is to experience the challenges of managing a business or a brand in a simulated environment. Reading textbooks teaches the foundations of business theory, and real-world experience often demonstrates the challenges of putting those theories into practice. The lessons of experience usually have the greatest impact because people tend to learn best by doing, not solely by reading or hearing about other people’s experiences. As part of a SolBridge initiative to develop more applied skills in our students, this course is designed to accomplish such a task. In this course our emphasis is on a management related business problem.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None

BUS Strategic Creativity for Innovation**345**Prerequisites: **None**

This class is aimed to help students learn how to creatively solve business problems. More specifically, students will learn about: a) the innovation process and the role of the individual in generating innovations and b) the attributes, habits, and skills of individuals who have successfully started innovative new businesses. Students are then given opportunities to build their skills at creative strategic thinking so that they will be more successful at generating novel and potentially valuable ideas for their companies. They will learn how individuals that started new companies (or who significantly added value to existing companies) came up with the valuable new ideas. Finally, students will also be asked to apply the knowledge acquired in class by coming up with a creative idea for a new product, service, or business.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BUS Strategic Interaction and Decision Making**450**Prerequisites: **None**

This course aims to sharpen strategic thinking and gain a better understanding of decision making in complex, interactive environments through the game theoretical reasoning. Knowledge of game theory will give students an advantage in such strategic settings. Game theory provides the rigorous conceptual tool (mathematical modeling) of strategic interaction among rational agents, and suggests the best solution to agents as a form of an equilibrium. From this course, students will learn the various possible marketing/business strategies based on game theoretical logic, and the optimal decision making from strategic thinking.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BBA SPECIALIZATION COURSES— ENTREPRENEURSHIP

ENT Understanding Startup Business

301

Prerequisites: **None**

This course aims to help students get more interested in startups and expand their knowledge about the real startup world. More specifically students will understand (1) basic steps to start a startup and (2) various current startup business cases across the industries. With the business cases, the class covers problems that the founders tried to solve, approaches the founders chose and the issues the founders faced while solving the problems. Students will be asked to think and develop their own startup ideas individually that can be further developed as a business plan in the following semester.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT and MGT Specialization; Elective

This course is a prerequisite for: None

ENT Planning Startup Business

302

Prerequisites: **None**

This course is to provide practical information and coaching for students who want to develop their ideas into business plans. Students should have their own ideas on the first day of the class. Throughout the course, students will understand basic frameworks for the business plans then conduct market/competitors research and interviews to convert ideas to concrete business plans. Students also will be asked to recruit people for a team to execute the business plans. At the end of the course, students will have an opportunity to present their business plans in front of the VC investors and startup industry experts.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT Specialization-required; MGT Elective

This course is a prerequisite for: ENT401

ENT Launching Startup Business

401

Prerequisites: **ENT302**

The best way to learn about startups is doing startups. This course will help students (1) prototype or develop MVP (Minimum Viable Product) for their business, (2) experience funding process for their business and (3) sell their product or service to the real customers. Resources outside the university will be leveraged to provide students facilities, platforms and practical coaching. This course is the first step of execution and implementation. Therefore, students must have concrete business plans on their first day of the class. Exchange students who would not be able to make prerequisites need to consult beforehand in order to take the course.

Credit Hours:	3
Course Delivery:	Classroom; Field
Group:	ENT and MGT Specializations; Elective

This course is a prerequisite for: None

ENT Entrepreneurial Finance**418B**Prerequisites: **None**

Securing external finance is often a critical success factor for entrepreneurial ventures. However, such financing arrangements have to deal with various risks and issues embedded in the relationships between financiers and entrepreneurs. This course focuses on agency problems that arise between entrepreneurs and their investors with emphasis on the role of financial contracts designed to address those issues under conditions of risk. In doing so, this course covers a wide range models in high-risk environments from venture capital finance to microfinance.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT and FIN Specializations ; Elective

This course is a prerequisite for: None

ENT Social Entrepreneurship**310**Prerequisites: **None**

This course aims to help students get more interested in social entrepreneurship and expand their knowledge about the real social business world. More specifically students will understand key differences from for-profit startups and social business, fundamental steps to start a social business and various current social business cases across the industries. With the business cases, the class covers practical issues and knowledge in NGO, social enterprises, cooperative and for-profit companies' CSR activities. Students also will be asked to participate in real projects with social enterprises. At the end of the course, students will have an opportunity to present their findings and solutions in front of their clients.

Credit Hours:	3
Course Delivery:	Classroom; Field
Group:	ENT and MGT Specializations Specialization; Elective

This course is a prerequisite for: None

MKT E-Marketing**425**Prerequisites: **None**

This course aims to prepare students to excel in the electronic market place in critically understanding the Internet, its origins, historical perspective and Internet industry infrastructure. The course will also prepare students to evaluate and appraise Internet as a complimentary marketing tool for traditional marketing, and equip them to develop and evaluate Web strategies for marketing as well as gain general knowledge of topics pertinent to interactive technologies and their application to marketing strategy. Students will be able to critically evaluate and select techniques in both on-line and offline to promote a web site, and develop/refine problem solving skills appropriate for domains characterized by rapidly evolving technologies, minimal levels of extant regulatory policy, and the combination of characteristics of traditional marketing media.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT and MKT Specializations ; Elective

This course is a prerequisite for: None

MIB E-Business Management**320**Prerequisites: **None**

This course will explore managerial principles applied to organizations that conduct businesses via the internet. In particular, the course will touch on economic and social implications of E-Business technologies. It will also cover the basic managerial functions (i.e., strategy, marketing, accounting, logistics, finance and ethics) when doing E-Business. The course will also briefly touch upon technologies required to conduct e-business, different models of e-business, methods of e-payment and security threats, etc. Therefore, this course will help students better understand business practices via the internet.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT and MGT Specializations ; Elective

This course is a prerequisite for: None

BUS Creativity and innovation management**445**Prerequisites: **BUS100**

Today, almost every organization must innovate to survive. Nevertheless, innovation and creativity are not straightforward processes to achieve. These processes raise conflicting demands, contradictory practices, and competing views. This course is therefore meant for students to develop: (1) Observe and identify common/discipline-specific problems faced by people in everyday lives. (2) Use their knowledge and imagination to generate novel ideas to solve the problems. (3) Demonstrate familiarity with creativity and innovation processes in general. (4) Demonstrate hands-on skills in design thinking and TRIZ methods (Theory of the resolution of invention-related tasks) for creative problem-solving. (5) Reflect back on personal behavior, be more self-aware, and improve one's attitude, and (6) Contribute in team creative processes.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT and MGT Specializations ; Elective

This course is a prerequisite for: None

INF Data Analytics for Business**410**Prerequisites: **BUS208 Statistics, INF304B MIS**

This course aims to introduce the participants with a general understanding of data analytics for business while equipping them with the skills for a full data analysis lifecycle. They will learn to use selected data analytical tools/technologies to acquire and prepare big datasets for analysis, develop analytical models appropriate for specific business decisions, test them, and deploy for actual decision-making. The course will cover at least three case-studies/projects/use cases, one each from retail, customer, healthcare and financial sectors.

Credit Hours:	3
Course Delivery:	Classroom
Group:	ENT Specialization; Elective

This course is a prerequisite for: None

ENT Special Topics in Entrepreneurship**475**Prerequisites: **None**

Students will be introduced to a variety of special topics in entrepreneurship selected based on students' interests and availability of resources at school.

Credit Hours:	3
Course Delivery:	Classroom; Field; Online
Group:	ENT Specialization; Elective

This course is a prerequisite for: None

ENT Franchising Startup Business**315**Prerequisites: **None**

This course will offer a view of franchising activities and strategies from the perspective of technology startups, focused on the recent use of the internet to develop dramatically different value propositions, business models, and means of coordination for franchising. Students will learn how to design a business format suitable for franchising in the era of internet and mobile connectivity, covering issues such as: growing a network of franchisees based on digital payment mechanisms; virtually managing franchisor-franchisee relationships; location strategies for competing with other franchisors. Throughout the course, emphasis will be placed on the impact of digital, artificial intelligence (AI) and online technologies on franchising business formats and business models.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

ENT Startup Business and Artificial Intelligence**410**Prerequisites: **None**

This course will offer a view of AI technologies from a startup perspective — namely, how to apply AI technologies to innovate and disrupt an existing industry's value proposition and business model. Students will learn to make decisions regarding key strategic issues in designing and executing a business model based on AI technologies. These issues include the construction of a knowledge base, the design of a user interface, and developing payment mechanisms for capturing value from a large population of users.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BBA GENERAL SPECIALIZATION

BUS Business Consulting Skills

370

Prerequisites: **None**

This course aims to learn the basic abilities of consultants; communication skill, strategic thinking, problem-solving method, consulting process and essential technique, to find business cases by groups, to study business consulting by groups of students searching for business cases and analyzing based on contents learned.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: BUS371

BUS Business Consulting Practice

371

Prerequisites: **BUS370**

This course is to provide education on the Consulting Project Management in accordance with the current and ongoing consulting cases of companies, to practice theoretical /operational contemplation on Operational Level Strategies based on business cases of Consulting Project, to check based on the needs and the effectiveness of company, and to study the direction of Consulting Practice Level. Moreover, discovering new business cases according to Operational Strategies by groups and constructing improvements will enhance the understandings of actual industry and consulting skills.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization; Elective

This course is a prerequisite for: None