

# COURSE DESCRIPTIONS

## MBA SPECIALIZATION COURSES – MANAGEMENT

### MIB Global Strategic Management

**605B** Prerequisites: **None**

This course will focus on the strategic management in the global markets. It will examine the strategies adopted by firms in response to environmental differences and the success of these strategies. Firms gain global competitive advantage through superior strategies. This course provides the advanced knowledge for the creation of business and corporate strategies for competitive advantage in the global markets. Students will learn industry and environmental analysis, and the frameworks and tools needed to devise the firm's strategy. The course integrates the core knowledge from functional disciplines for the formulation of firm strategy in the global markets.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

### MIB Doing Business in China

**613** Prerequisites: **None**

The broad objective of this course is to introduce students to the contours of the Chinese economy and financial markets as well as to the nuances of business strategy to follow while doing business in China. In 2010, China has become the second largest economy in the world, and in 2009, she became the largest exporter. As China assumes a primal place in the global economy, businesses need to have a China-specific business strategy. Students will learn how organizations can strategize for China while adapting to China's special niche and circumstances.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### MIB Special Topic In International Business

**616** Prerequisites: **None**

This course provides the student with an understanding of various aspects of the International Business. Students will learn about management, business, marketing, and strategies in the international markets. Students will acquire in-depth knowledge about the management of the MNC, and the various concepts and analytical frameworks needed to manage the MNC for sustainable competitive advantage.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### BUS Project Management

**640** Prerequisites: **None**

This course has been intended to equip students with the basic concepts and foundation of project management which include the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. Accordingly, students would be able to understand the project management lifecycle and be knowledgeable on the various phases from project initiation through closure. Overall, this course helps students in defining a project's scope and tasks, estimating task resource needs, assessing project risk and response strategies, and more understand the critical role that a project manager plays in project success.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

## MBA SPECIALIZATION COURSES – FINANCE

### FIN Investment Analysis

**601**

Prerequisites: **FIN501**

This course is to study 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. Students will learn the methods to establish appropriate investment objectives, develop optimal portfolio strategies, estimate risk-return tradeoffs, and evaluate investment performance.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### FIN Mergers & Acquisitions

**602**

Prerequisites: **FIN501**

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

This course is a prerequisite for: None

### FIN Corporate Finance

**609**

Prerequisites: **FIN501**

This course is about business finance. It is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. The approach is rigorous and analytical. Topics covered include discounted cash flow techniques; corporate capital budgeting and valuation, investment decisions under uncertainty, capital asset pricing, capital structure, cost of capital, dividend policy, options, and market efficiency.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### FIN Financial Markets and Institutions

**613**

Prerequisites: **None**

This course studies today's financial system. It includes foundational topics on financial instruments, markets and institutions in the US, Europe and Asia, as well as contemporary issues and methods in financial risk management. Students would understand the role of and interdependence between, the different elements in the financial system.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

**FIN Financial Derivatives****619**Prerequisites: **FIN501**

Valuation methods of options, futures, and related financial contracts will be studied. The topics that will be covered include the valuation of futures contracts on stock indices, on commodities and Treasury instruments; the valuation of options; empirical evidence; strategies with respect to these assets; dynamic asset allocation strategies, of which portfolio insurance is an example; swaps; and the use of derivatives in the context of corporate applications.

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**Credit Hours:** 3

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**Course Delivery:** Classroom

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**Group:** Specialization

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This course is a prerequisite for: None

**FIN Special Topic In Finance****635**Prerequisites: **None**

This course provides the student with an understanding of various aspects of the Financial Management. Students will learn about up-to-dated information and skills in the financial market.

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**Credit Hours:** 3

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**Course Delivery:** Classroom

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**Group:** Specialization

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This course is a prerequisite for: None

## MBA SPECIALIZATION COURSES – MARKETING

### **MKT** Consumer Behavior and Decision Making

**602**

Prerequisites: **MKT500**

This course examines the concepts and principles of customer behavior with the goal of understanding how the consumer behavior influences decision making process. The core topics included are customer psychological processes (e.g., motivation, perception, attitudes, and decision-making) and their impact on marketing (e.g., segmentation, branding, and customer satisfaction) and decision making processes. The goal is to provide a set of approaches to consider while developing marketing strategies and marketing programs.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

### **MKT** Marketing Strategy

**613**

Prerequisites: **MKT500**

The marketing strategy forms the core of all marketing decisions in the organizations. The course explains how the decision variables (Product, Price, Place and Promotion) interact with one another to achieve customer value. The course provides emphasis on consumer driven marketing concepts and discusses the marketing strategies focusing towards the achievement of consume driven marketing. The course is application oriented and the students will learn to apply marketing concepts for problem solving and case study situations.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

### **MKT** Marketing Communications and Advertising

**615**

Prerequisites: **MKT500**

This course examines the theory and techniques applicable to all the major marketing communication functions: advertising, direct marketing, sales promotions, public relations, and personal selling. It explains how the integrated marketing communications facilitate the marketing mix and marketing strategies. It provides a knowledge base that will allow students to develop integrated marketing communication strategies for marketing plan of organizations. The course provides a special emphasis on the advertisement strategies followed to promote the product and services in domestic and international markets.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MKT** **International Marketing****616**Prerequisites: **None**

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance the skills in developing and implementing marketing strategies and decision making in international contexts. This course will provide practical experience in conducting research and evaluating opportunities existing in international markets, developing plans for exploiting those opportunities, and examine the risks facing business activities in those markets through implementation of marketing plans.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MKT** **Marketing Research****617**Prerequisites: **MKT500**

This unit provides a rigorous experience in market research methods and frameworks to guide when which technique is most useful. The course is aimed at individuals whose decision-making is enhanced through marketing research, which transforms “data” into “information.” The unit will introduce types of research, techniques of data collection, evaluation of alternative sources of information, methods for analyzing data and presenting the results.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MKT** **Special Topics in Marketing****635**Prerequisites: **None**

This course offers Investigation and discussion of a selected topic in marketing. One of the following five topics will be chosen for intensive study: (1) industrial marketing management, (2) advanced consumer behavior, (3) product policy, (4) financial aspects of marketing management, (5) marketing in the service sector, etc.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MKT** **Marketing Analytics****610**Prerequisites: **None**

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. It is also supplemented by a variety of real-world examples used in class lectures.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None