BBA Specialization Courses: Finance

FIN407	**Financial Markets and Institutions**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

FIN412B	**Mergers and Acquisitions**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

FIN415	**International Corporate Finance**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

	Managerial Accounting

ACC203	Highly recommended: N/A		
	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, Performa 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
		Course Delivery:	Classroom
		Group:	Specialization; elective

This course is highly recommended for: N/A

FIN308B	**Commercial Banking**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

FIN424	**Investment-Stock Trading Experience**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

FIN475	**Special Topics in Finance**		
	Highly recommended: N/A		
	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
		Course Delivery:	Classroom
		Group:	Specialization; elective

FIN420	**Investment Analysis**		
	Highly recommended: N/A		

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
Course Delivery:	Classroom
Group:	Specialization; elective

FIN430	**Financial Derivatives**
	Highly recommended: **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
Course Delivery:	Classroom
Group:	Specialization; elective

FIN405	**Mathematical Models in Finance**
	Highly recommended: N/A

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

FIN300	**Finance Simulation**
	Highly recommended: **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

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

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.

This course is highly recommended for: N/A

ENT418B	**Entrepreneurial Finance**		
	Highly recommended: N/A		
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 highly recommended for: N/A

FIN422	**Risk Management**		
	Highly recommended: N/A		
In this course, students will learn how to identify, assess and control threats to an organization's earnings and capital. Students will learn where these risks originate from, such as: legal liability, strategic management issues, financial uncertainty, natural disasters and accidents.	**Credit Hours:**		3
	Course Delivery:		Classroom
	Group:		Specialization; elective

This course is highly recommended for: N/A

FIN404	**Financial Statement Analysis**		
	Highly recommended: N/A		
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 highly recommended for: N/A

ACC 310	**Intermediate Accounting**		
	Highly recommended: ACC201B		
This course presents a user/decision making approach to intermediate accounting. This course combines the necessary coverage of GAAP with practical applications of theory to show how a business actually operates.		**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective
This course is highly recommended for: N/A			

ACC 201B	**Financial Accounting**		
	Highly recommended: ACC101B		
This course follows the Introduction to Financial Accounting. Students study the balance sheet and income statement, and become familiar with the kinds of adjustments that are required to prepare financial statements under Generally Accepted Accounting Principles (GAAP). The following areas will be covered in the course: Sales and Receivables; Inventory, Cost of Goods Sold and Accounts Payable; Other operating expenses; Fixed Assets; Long Term Investments in Stock, Bonds or other securities; Bonds and other Liabilities; and the Equity Section of the Balance Sheet.		**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective
This course is highly recommended for: ACC310			

BBA Specialization Courses: Marketing

MKT311	**Marketing Strategy**		
	Highly recommended: 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 highly recommended for: N/A			

MKT401C	**Consumer Behavior**		
	Highly recommended: N/A		
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		**Credit Hours:**	3

explains how the behavior of individual consumers and consumer groups influence the success of marketing and strategy and marketing programs.

Course Delivery:	Classroom
Group:	Specialization; elective

This course is highly recommended for: N/A

MKT403	**Brand Management**
	Highly recommended: N/A

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 highly recommended for: N/A

MKT435A	**Digital-Marketing**
	Highly recommended: N/A

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 highly recommended for: N/A

PSY201A	**Psychology for Business**
	Highly recommended: N/A

This course examines the practice of improving work life by combining studies of human behavior with that of organizations. The practical applications include investigating how to make organizations and people therein more effective, creating productive relationships between people and organizations, and maintaining effective organizational practices.

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

This course is highly recommended for: N/A

MKT426	Database Marketing		
	Highly recommended: MKT200B		

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

The last two decades have witnessed a tremendous explosion in ways that firms use to track consumer behavior. This was aided considerably by the precipitous fall in the price of electronic storage media as well as computing power. Despite access to valuable data on purchase behavior and consumer characteristics, very few firms actually condition their strategies on the data they have. This may be attributed to at least two factors. First, firms now have so much information that it is often very costly for them to get to the data that can be meaningfully used to devise their strategies. Second, many firms just don't know what to do with the data.

The course addresses both these issues. The course will introduce students to analytical techniques that will assist in data reduction and consumer segmentation. Additional techniques to uncover the characteristics of the different consumer segments will be developed. The latter half of the course will apply these techniques to some marketing problems – devising communication strategies, catalog marketing etc.

This course is highly recommended for: N/A

MKT415	Marketing Communication		
	Highly recommended: N/A		

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

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.

This course is highly recommended for: N/

MKT408B	Marketing Research		
	Highly recommended: MKT200B		

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

Marketing is an interesting and dynamic field. Students usually confuse with Advertising and Promotion. In this course, you will learn the nature and the scope of "principle of marketing" of which advertising and promotion are only two facets of marketing. From this course, you will have a great opportunity to think strategically about marketing in global perspectives. The most important concept of marketing for corporations is a motivation to satisfy its customers' requirements. It means that all

marketing strategies are based on a corporate orientation to business that synthesize every corporate function to meet its customers' needs and wants. MKT408B addresses the use of marketing research as an instrument to making marketing decisions; especially, how the information used to generate marketing decisions is analyzed and performed. Accordingly, MKT408B is an appropriate course for students who would like to have a deeper understanding on marketing.

This course is highly recommended for: N/A

MKT475	**Special Topics in Marketing**		
	Highly recommended: N/A		
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 highly recommended for: N/A

MKT330	**Marketing Analytics**		
	Highly recommended: 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 highly recommended for: N/A

MKT300	**Marketing Simulation**		
	Highly recommended: 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 highly recommended for: N/A

MKT418C	**Services Marketing**		
	Highly recommended: N/A		

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 highly recommended for: N/A

ASM411B	**Asian Marketing**		
	Highly recommended: N/A		

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 highly recommended for: N/A

GEN345	**Psychometry and Business Research**		
	Highly recommended: N/A		

This course will introduce students to one of the most significant cornerstones of business practice in the ever-changing contemporary world. Psychometry will help students understand how businesses quantify skills and behaviour, providing key insights into the hiring of new candidates, monitoring existing team dynamics and identifying organizational movement. The application of psychometry in businesses dates back centuries, whether it's to appoint interns for a summer program, identify potential candidates for leadership positions or screening the leadership of a company for a corporate merger. It provides insights on individuals personality, behaviour, skills and competencies.	**Credit Hours:**	3
	Course Delivery:	Classroom
	Group:	Free elective

This course is highly recommended for: N/A

BBA Specialization Courses: Management and Entrepreneurship

BUS410B	**Human Resource Management**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

BUS415B	**Managing Diversity in the Workplace**		
	Highly recommended: N/A		
	This. 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 highly recommended for: N/A

BUS302C	**Global Leadership**		
	Highly recommended: N/A		
	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	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

leadership skills. The course will mix class discussions with experiential exercises and other practice-oriented sessions to meet the objectives.

This course is highly recommended for: N/A

ASM310B	**Asian Management**		
	Highly recommended: BUS110; BUS211C		

This course is an intermediate level introduction to Asian Management with emphases on China, India, Japan, Taiwan and Korea. The course will also deal peripherally with ASEAN economies, such as Malaysia, Indonesia and the Philippines. The overall aim of the course is to familiarize students with theories and methods of comparing diverse economic and political institutions, and managerial systems found in dynamic Asia. Students will also learn theories and methods of comparing different managerial varieties in the region and will be able to analyze each economy's competitive and comparative advantages over others.

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

This course is highly recommended for: N/A

MIB320	**E-Business Management**		
	Highly recommended: N/A		

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 highly recommended for: N/A

BUS445	**Creativity and Innovation Management**		
	Highly recommended: BUS100A		

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

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

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.

This course is highly recommended for: N/A

BUS450	**Strategic Interaction and Decision-making**		
	Highly recommended: N/A		

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:	Specialization; elective

This course is highly recommended for: N/A

ENT301	**Understanding Startup Business**
	Highly recommended: N/A

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:	Specialization; elective

This course is highly recommended for: N/A

ENT101	**Introduction to Entrepreneurship**
	Highly recommended: N/A

This introductory course deals with the fundamentals of entrepreneurship. Students will learn the basics of what entrepreneurship entails, in particular, examining the art of starting a business, what it means to offer a newproduct, process or service, as well as learning the necessary skills to be a successful entrepreneur.

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

This course is highly recommended for: N/A

BUS206	**Business Negotiation**		
	Highly recommended: N/A		
	Business Negotiation is a course developed around the Harvard Negotiation Model, which centers on the concept of "principled negotiation."	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

This course is highly recommended for: BUS306

MIN206	**Advanced Business Negotiation**		
BUS306	Highly recommended: BUS206		
	The ability to negotiate with existing and potential partners, competitors, customers, and any other counterparts is essential for success in the business world. In doing so, in order to attain the best outcomes while promoting good relationships, negotiators should use a systematic approach of principled	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

This course is highly recommended for: N/A

MIN408C	**Global Strategic Management**		
	Highly recommended: N/A		
	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 highly recommended for: N/A

MIB415	**Global Supply Chain Management**		
	Highly recommended: 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	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

course is also intended to improve students' ability to deal with unstructured dynamic problems encountered in logistics and supply chain management.

ENT315	**Franchising Startup Business**		
	Highly recommended: N/A		

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:	Specialization; elective

BUS405	**Business Law**		
	Highly recommended: N/A		

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 teamwork 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

MIB300	**Management Simulation**		
	Highly recommended: 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

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

course is designed to accomplish such a task. In this course our emphasis is on a management related business problem.

This course is highly recommended for: N/A

BUS345	**Strategic Creativity and Innovation**		
	Highly recommended: N/A		

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:	Specialization; elective

This course is highly recommended for: N/A

ENT302A	**Planning and Launching Startup Businesses**		
	Highly recommended: N/A		

This course is to provide practical information and coaching for students who want to develop their ideas into business plans and doing startups. 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. Furthermore, 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.

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

This course is highly recommended for: N/

ENT310	**Social Entrepreneurship**		
	Highly recommended: N/A		

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

Credit Hours:	3
Course Delivery:	Classroom

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.

Group:	Specialization; elective	

This course is highly recommended for: N/A

ENT475	**Special Topics in Entrepreneurship**		
	Highly recommended: N/A		

This course will explore in-depth a current topic in entrepreneurship. 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 highly recommended for: N/A

ASM215B	**Korean Organization and Management**		
	Highly recommended: N/A		

This course is intended to provide in-depth knowledge of Korean organizations and management systems. The course will clarify the unique features of organizational behavior in the typical Korean organization, the historical and cultural basis for the Korean organizational culture and leadership. The course will also explain archetypal organizational structures and operational systems in Korean organizations such as the Chaebol and SMEs. Through this course, students will learn the essential knowledge for functioning effectively in a Korean organization.

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

This course is highly recommended for: N/A

BUS370	**Business Consulting Skills**		
	Highly recommended: N/A		

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 highly recommended for: BUS371

BUS371	**Business Consulting Practice**		
	Highly recommended: 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 highly recommended for: N/A			

BUS230	**Legal Strategy for Business**		
	Organizations often need to make use of legal strategies in business to ensure the longevity and safety of the business. This can take various forms: from setting up contracts to agreements to understanding warranties and disclaimers. Furthermore, this course will teach students several legal concepts such intellectual property, notice issues, authority of signatories, waivers and indemnification, and more. This course is for students who want to familarize themselves with legal strategies they could employ to ensure the business is protected. This course is both theoretical and practical and involves analyses of several real-world case studies.	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective
This course is highly recommended for: N/A			

BBA Specialization Courses: Technology and Innovation

GEN261	**Artificial Intelligence and its Applications in Modern Industries**		
	Highly recommended: N/A		
	Artificial Intelligent (AI) and how it has become an integral part of the global operations of the modern industries. Subject areas and lecture topics of interest- industrial fault diagnosis, suspicious object detection, robotics for small and medium scale industries, AI based logistics and transportation, retail and e-commerce, and Big data processing and visualization are discussed in this course. Python programming/MATLAB is used to visualize and implement AI (ML/DL) on sample industrial data. Students are encouraged to explore new technology areas and share information with each other. The seminar format encourages student	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

participation and culminates in a term paper/case analysis on a new or emerging technology area.

This course is highly recommended for: N/A

TEC251	**Technological Advancements: Energy**		
	Highly recommended: N/A		
	Curbing environmental harm and global emissions is at the core of many business ventures and serves as a foundational goal of many companies practicing corporate social responsibility. It is also the 7th goal of the UN Sustainable Development Goals which should be explored by all individuals who take this class. In a world facing what appears an energy crisis and irreversible environmental harm, the need for alternative energy and new energy technologies has never been more urgent. This course explores new and upcoming technologies that may contribute to solving the world's most pressing energy challenges which applies to both individuals and industry. This course will equip students with a foundational knowledge and understanding of what energy-challenges the world is currently facing, and what the world is likely to look like in the future if we continue on this trajectory. This course further equips students with core knowledge of what renewable energy looks like and its implications worldwide. This course will focus on strategies both individuals and industries can implement in order to address this burning issue.	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

This course is highly recommended for: N/A

TEC261	**Digital Gaming: Principles, Design and STEM Application**		
	Highly recommended: N/A		
	Digital gaming has become exponentially popular and has significant influence and impact on culture and society. Here we will explore the huge, different worlds of modern games and aspects of gaming while developing STEM skills via engaging learning. There will also be hands-on sessions where we will use game software to create and design our very own digital games as well as immersing ourselves with Minecraft: Education Edition to work on projects through problem-solving and team collaboration. This course will equip business students with a better understanding of the role of gaming as a prominent, emerging industry and will take a practical, hands-on approach of what goes into game design.	**Credit Hours:**	3
		Course Delivery:	Classroom
		Group:	Specialization; elective

This course is highly recommended for: N/A

GEN254	**Chemical Industry and the Environment**	
	Highly recommended: CHE101B	

Chemical Industry and the Environment is designed and aimed at students in gaining key understanding on the characteristics of chemical industry and chemistry operating in the fields of business with consideration of sustainable practices. The course is appropriate for students seeking to explore areas of interface between business development and chemistry with its allied fields of science and technology.

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

This course is highly recommended for: N/

TEC252	**Automation and Robotics in Korean Industry**
	Highly recommended: N/A

Currently, South Korea holds the title of most automated nation on earth and recently, the Korean government has invested significant resources in expanding on development and implementation of industrial robotics. In this course, students will learn about the motivation behind the move to expand production of industrial robots. Students will further learn how automation and robotics affects industry and how best to approach this as future business leaders in Asia.

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

This course is highly recommended for: N/A

TEC341	**Programming with JavaScript**
	Highly recommended: N/A

In this course, students will learn the fundamentals of JavaScript. JavaScript is considered the default language of the internet and is widely used by most software developers. JavaScript is also the language of choice in developing Internet of things, native apps for Android and iOS, and other cross-platform desktop apps. Students will learn about Types, Functions, Data Structures and how this applies to web-design and app design. Students will become familiar with both front-end and back-end development. Students will learn how to use JavaScript to make webpages more dynamic and attractive and thus become familiar with front-end development. Students will also become familiar with a type of JavaScript called Node.js which allows developers to handle back-end data.

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

This course is highly recommended for: N/A

TEC310	**Innovation through the Integration of Science and Art**
	Highly recommended: N/A

This course has two aims. First to provide a comprehensive and multi-dimensional overview of innovation including its historical, biological, economic, philosophical, cultural, and practical features. Second to offer a unified, integrated perspective of science and art as a mechanism for inspiring innovation and achieving scientific excellence. There has long been a well-known divide between the humanities and the sciences. C.P. Snow famously

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

called this "The Two Cultures" and since then there have been numerous efforts to bridge this gap. And we all know how some of history's finest scientists, Einstein, Newton, Galileo, Franklin and others were steeped in art and likewise some of the world's greatest artists and thinkers have made scientific contributions such as Samuel Morse, Ramón y Cajal, and, of course Leonardo da Vinci among others. In this course we aim to provide a unified synthesis of art, science and music through the vehicle of a close study of *Waves*, a 21st century version of *Faust* which develops the legend in its modern setting exploring the implications of bioelectromagnetics.

This course is highly recommended for: N/A

TEC330	Emerging Technology: IoT and Cloud Architecture		
	Highly recommended: N/A		

This course will be divided into two parts: i) examining key characteristics and functionalities of IoT; ii) examining key functionalities and applications of cloud architecture. IoT (Internet of Things) devices are fast becoming common-place and almost all of these devices are connected to the Cloud. Since all data collection and management and control of these devices depend largely on Cloud architecture, knowledge of these core technologies will provide you with the tools to deal with, or even introduce, future products in business. In this course, students are introduced to various IoT technologies – for example, 5G mobile telecommunications technology, Bluetooth and WIFI networks, virtual computing, elastic compute cloud etc. Students are expected to complete an IBM cloud architecture project.

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

This course is highly recommended for: N/A

TEC351	Cryptocurrency and Blockchain Technologies		
	Highly recommended: N/A		

In the Cryptocurrency and Blockchain Technologies course, students will learn the fundamentals of cryptocurrencies and Blockchain technologies by examining technical aspects of Bitcoin, such as the mathematical underpinnings thereof. Transactions types, game theory, and data structures of blocks. This course will further examine the issues that may arise such as price volatility, uncertainty regarding regulation as well as problems associated with decentralized verification and attestation. Students will gain both theoretical and practical insight from taking this course which will provide them with the necessary tools to approach blockchain technologies in the future.

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

This course is highly recommended for: N/A

TEC321	Building Apps on Mendix Platform: A Low-Code Approach to Enterprise Applications Development

Highly recommended: N/A

This course objective is to teach students how to build cloud-native enterprise applications in a low-code application development environment. Students with or without computer programming background will learn how to ideate, develop, deploy, and operate enterprise applications on the Mendix low code platform. Using a hands-on approach, students will build their own applications on the platform and by doing so learn core principles of modern enterprise application development such as collaboration, data models and structure, business process modelling and process automation, data validation, security principles, mobile technology and more. They will learn and apply the scrum agile methodology and common language and terminologies used to clearly communicate business requirements with software engineers. At the end of the course, it is expected that students would have acquired demonstrable skills and knowledge in low code application development and agile software methodology and will be able to build fully functional applications on top of the Mendix low-code platform.

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

This course is highly recommended for: N/A

TEC321	**Special Topics in Technology**
	Highly recommended: N/A

Students will be extensively introduced to one of the topics in technology. 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 highly recommended for: N/A

TEC332	**Digital Transformation, Innovation, and Disruptive Technologies**
	Highly recommended: N/A

Disruptive technology is an innovation which radically changes the way businesses or industries operate. Through the acceleration of technological innovation, societies and economies must adjust in a radical manner, as organic change is an unlikely sustainable tactic. Digital transformation often fails because it's treated as processes of technology implementations rather than treating it as holistic transformation across the entirety of the company – as the catalyst is often the acceleration of uncertainty in business as technologies increase. This course will give students a better understanding of how digitization creates new, or disrupts, business models and how to effectively deal with such disruptive trends through the use of strategies and tools, such as design thinking. In this course, students will be offered hands-on experience through several business

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

simulations and case-studies to better understand the problem-solving, culture-building and extended impacts of digital transformation.

This course is highly recommended for: N/A

BUS232	Intellectual Property for Business		
	Highly recommended: N/A		

When evaluating a business or a start-up, an important aspect is to fully understand the intellectual property portfolio. This requires an in-depth understanding of patents, copyrights, and trademarks and how it is used in the business world. Intellectual property does not just serve as a form of protection, but also as a "weapon" to expand markets and secure exclusivity. Importantly, due to the exponential growth of AI and technologies, intellectual property strategies need to be in place for the best interest of the business. In this course, students will learn to protect their intellectual assets in business as well as to gain the competitive advantage through intellectual property.

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

This course is highly recommended for: N/A

BBA Specialization Courses: Data Analytics

DAT401	Strategic Database Design with SQL
	Highly recommended: BUS308B

Information technologies are increasingly central to the strategic activities of firms and startups. Both managers and entrepreneurs must be aware of how to propel their businesses by harnessing diverse IT-driven tools, such as marketing and operational analytics, artificial intelligence, and financial engineering. These tools, however, are only as good as the data they operate on. Unfortunately, as the business environment has grown increasingly large and complex, so too have the problems in acquiring and structuring data. This course will seek to give students tools to address these problems by covering the foundations of database design from a strategic and entrepreneurial perspective. Students will learn the fundamentals of PostGRESQL program, and then strategically formulate and implement a database design for a sample entrepreneurial venture. The course will cover issues of database construction, making a database accessible to users, and scaling and monetizing a database. Overall, students will learn to apply the tools of database design in helping a firm or startup leverage IT to innovate and enhance competitiveness.

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

This course is highly recommended for: N/A

DAT302	Computer Programming with R
	Highly recommended: BUS208C

This course introduces the basics of computer programming R language. Topics include programming with R using data types, algorithms, object-oriented analysis and design. The course also takes up various programming techniques such as design, implementation, testing, trouble shooting and documentation.

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

This course is highly recommended for: N/A

DAT301 — Computer Programming with Python

Highly recommended: BUS208C

This course deals with applications of Python programming language to business problems. Topics include how to get started with Python, numbers and strings, loops, functions, lists, data files, summarizing and visualizing data, and big data applications.

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

This course is highly recommended for: DAT402

DAT402 — Regression Analysis with R for Business

Highly recommended: DAT301 or DAT302; BUS208C

As most research in social sciences is aimed at quantifying relationships among variables that either measure the outcome of some process or are likely to affect the process, where the process in question could be any economic, business, or management process of interest to the social scientist. The quantification of the process may be as simple as determining the degree of association or as complicated as estimating the parameters of a detailed nonlinear system.

Regardless of the complexity of the model, the most powerful and widely used statistical method for estimating the parameters of interest is the method of least squares. Researchers choose the most appropriate model for the project at hand, the parameters of the model are then estimated such that model predictions and the observed data are in as good agreement as possible as measured by the least squares criterion, minimization of the sum of squared differences between the predicted and the observed points.

In Applied Regression Analysis with R, we will learn what is and how to use regression by analyzing a variety of real world problems. Heavy emphasis will be placed on analysis of actual datasets. Topics covered include: review of probability and statistics; simple linear regression (SLR); multiple linear regression (MLR); inference; dummy variables; asymptotics; further issues on MLR; heteroskedasticity; specification and data problems; limited dependent variables; time series; instrumental variables (IV) and two-stage least squares (2SLS) (optional); simultaneous equations (optional); panel data (optional).

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

This course is highly recommended for: N/A

DAT403	**Java Programming for Business**		
	Highly recommended: DAT301 or DAT302; BUS208C		
This course is an introduction to software engineering, using the Java™ programming language. It covers useful concepts. Students will learn the fundamentals of Java. The focus is on developing high quality, working software that solves real problems. The course is designed for students with some programming experience, but if you have none and are motivated you will do fine. Each class is composed of one hour of lecture and one hour of assisted lab work.	**Credit Hours:**		3
	Course Delivery:		Classroom
	Group:		Specialization; elective

This course is highly recommended for: N/A

DAT303	**Data Analytics for Business**		
	Highly recommended: INF304B		
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:		Specialization; elective

This course is highly recommended for: N/A

DAT410	**Special Topics in Data Analytics**		
	Highly recommended: DAT401 or DAT402		
This course covers several topics in the field of data analytics. Data analytics is critical for any organization to understand; it can help them to make better decisions by turning large amounts of data into meaningful, actionable information. This course will take the business knowledge students have and combine it with technical and presentations skills that will allow them to make better, more informed management decisions. The course may be of interest to those wanting to pursue a career in analytics as well as those who want to improve their analytical skills using R or Python.	**Credit Hours:**		3
	Course Delivery:		Classroom
	Group:		Specialization; elective

This course is highly recommended for: N/A