

SolBridge International School of Business

Master in Management & Technology **Online** Program 2021 Curriculum

Introduction and Program Objective

The Master in Management & Technology (MIMT) **online** program is designed to meet the requirements of recent graduates, regardless of whether they have a background in technology or a background rooted in pure management studies. Students will be equally prepared to reach the same goal: to become skilled business leaders with a profound understanding of technical knowledge.

The program is divided into two main stages: the first stage is for core courses with fundamental business concepts while the second stage is for electives balancing advanced management and technology courses. The curriculum is structured to provide a unique blend of strong conceptual foundations and practical skills. The curriculum allows students to become well-balanced general managers equipped with technical and managerial competencies. This document describes the structure of the SolBridge MIMT program and curricular requirements for graduation, and provides a list of the core and elective courses offered in the program.

Online Program Overview

This 22-month **online** program accepts two intakes in March and September. MIMT students are required to complete a total of forty-five (45) credit hours—21 credit hours for core courses and 24 for electives. Of the electives, at least nine (9) credits must be from technology courses.

Potential candidates: Recent undergrad graduates with the desire to gain general knowledge about management but with a technological approach.

Graduation Requirements:

- Curricular: 45 credits (21 for core, 24 for electives—at least 9 for tech electives)
- Non-curricular: First year seminar, Business ethics

Admission Requirements:

- Work experience: no work experience required
- Academic transcript with a CGPA of C+ or higher
- English proficiency: IELTS 6.0 or its equivalent
- GMAT/ GRE (For those who do not have official scores, internal admission test will be offered)
- Personal Essay (Handwritten) & Video Essay

CURRICULUM

In the following tables, students can identify the list of core courses (required to take) and a list of the electives offered. Students are strongly advised to read course descriptions, identify pre-requisites and plan the sequence of their progress through the program. They may consult their mentors and faculty members in such planning. Students must also note that not all core courses and electives will be offered every semester. This point must be taken into account during program planning.

PROGRAM STRUCTURE

| Curricular Component | Required Credits | Remarks |
|----------------------|-------------------|---|
| 1. Core | 21 Credits | <p>A. During their first semester, students must take:</p> <ol style="list-style-type: none"> Managerial Skills Accounting & Decision Making Marketing Management <p>B. During their second semester, students must take:</p> <ol style="list-style-type: none"> Management Information Systems Financial Management Business Economics <p>C. During their third semester, students must take the following course:</p> <ol style="list-style-type: none"> Operations Management |
| 2. Electives | 24 Credits | To graduate, students are required to get at least nine (9) out of twenty-four (24) credits from Tech Electives. |
| Total | 45 Credits | |

PROGRAM AT A GLANCE

| | | Year 1 | | | | Year 2 | | | |
|------------|--|-------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-----|
| | | R 1/ 15 Weeks | I 1 | R 2/ 15 Weeks | I 2 | R 3 / 15 Weeks | I 3 | R 4/ 15 Weeks | N/A |
| Curricular | Core (5 weeks per module) | 9 credits in core | | 9 credits in core | | 3 credits in core | | | |
| | Electives (3-5 weeks per module) | | 3 credits in electives | | 3 credits in electives | 6 credits in electives | 3 credits in electives | 9 credits in electives | |

Curriculum Map

Required Credits: **45**

First Year

| Category | Course Title | Credit | Category | Course Title | Credit |
|----------|--|--------|----------|--|--------|
| Core | Managerial Skills | 3 | Core | Management Information Systems | 3 |
| Core | Accounting & Decision Making | 3 | Core | Financial Management | 3 |
| Core | Marketing Management | 3 | Core | Business Economics | 3 |

Summer/ Winter semesters

| Category | Course Title | Credit | Category | Course Title | Credit |
|----------|----------------------|--------|----------|----------------------|--------|
| | Elective (3 credits) | 3 | | Elective (3 credits) | 3 |

Second Year

| Category | Course Title | Credit | Category | Course Title | Credit |
|-----------|---------------------------------------|--------|-----------------------|--------------|--------|
| Core | Operations Management | 3 | Electives (9 credits) | | |
| Electives | Electives (6 credits) | 6 | | | |

Summer/ Winter semesters

| Category | Course Title | Credit | Category | Course Title | Credit |
|----------|----------------------|--------|----------|--------------|--------|
| | Elective (3 credits) | 3 | | N/A | |

COURSE DESCRIPTIONS

A. Core Courses

BUS 503 Managerial Skills

Prerequisites: **None**

This course introduces students to the basic skills for managing people and organizations as well as how to understand different backgrounds of different people so that they can communicate with each other. The course deals with motivation, individual and group decision-making, conflict, power and politics, leadership, job design, organizational environment, and emerging trends and challenges.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Core |

FIN 500 Accounting & Decision Making

Prerequisites: **None**

This course is the accumulation, analysis and presentation of a business enterprise's relevant financial data for creditors, investors, and other external decision makers.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Core |

MKT 500 Marketing Management

Prerequisites: **None**

The course introduces marketing management theories and concepts involving in the analysis of marketing environment, planning and implementation of marketing programs (product, price, place and promotion) and marketing strategies to attract, satisfy, and retain customers. The course enables students to develop marketing strategies and framework with moral, socially responsible and ethical consideration.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Core |

INF 500 Management Information Systems

Prerequisites: **None**

Information Technology (IT) has become a vital part of the operations and management of organizations of every kind and size. Increasingly, the successful manager is the one who knows how to take advantage of this situation by deploying IT in the most effective manner. This course covers the general structure of Information Technology applications and their use. It also delves into the different kinds of information systems that managers are likely to encounter and investigates how to make best use of these systems.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Core |

**FIN
501**

Financial Management

Prerequisites: **None**

This course is an introduction to business finance, corporate financial management and investments. Students gain an understanding of tools and frameworks necessary to analyze financial decisions based on principles of modern financial theory.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

**BUS
509**

Business Economics

Prerequisites: **None**

The course introduces the principles of economics, including both microeconomics and macroeconomics, with a special focus on the applications of these principles in business activities. Topics to be covered include: consumer theory, producer theory, partial equilibrium theory, general equilibrium theory, game theory, information economics, business cycle analysis, economic growth theory, fiscal policy and monetary policy analysis.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

**BUS
508**

Operations Management

Prerequisites: **None**

This course has two aims. Firstly, it familiarizes the students with the operations management discipline, i.e. major topics, terminology, methodologies and tools. Secondly, students will apply quantitative and statistical techniques for the solution of the challenges faced by the operations manager.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

B. Tech Electives

B1. Programming and Language

**MKT
618**

Computer Programming with Python

Prerequisites: : **None**

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: Elective (Tech)

**MKT
619**

Computer Programming with R

Prerequisites: : **None**

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, troubleshooting and documentation.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**MKT
620**

Regression Analysis with R for Business

Prerequisites: : **MKT619 (Computer Programming with R)**

In this course, students 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).

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

B2. Marketing-focused Tech

**MKT
640**

Database Marketing

Prerequisites: : **None**

The dramatic increase of computing power in conjunction with the availability of accurate customer data opens up a new avenue of applying sophisticated database marketing technologies to customer analysis in various industries. Accordingly, over the last few decades the marketing paradigm has shifted from a product-driven to a customer-driven marketing in which the unit of analysis is an individual customer. Given this new trend in marketing practice, this course forwards an up-to-date overview of customer-centric database marketing in practice in tandem with the fundamental concepts of database marketing. Students then will learn about how and why companies in the real world use database marketing to better manage the relationship with their customers.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**MKT
637**

Data Analytics for Business

Prerequisites: : **None**

This course aims to introduce participants to data science and applications of big data analytics technologies for business decision support. It provides a helicopter view of the full data analytical cycle to the participants involving problem definition, data mining, modeling, data analysis and its application to business decision-making. Along the way, it will also equip the participants with most relevant tools and skills in each of the phases of the data analytic cycle. Although the course does not involve or require programming knowledge neither does it goes deep into technologies like in-memory databases, artificial intelligence and machine learning, owing to the technical nature of the subject, participants are expected to be willing to invest time in learning several supporting concepts and tools to make full sense of the discussed topics.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**MKT
610**

Marketing Analytics

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.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**MKT
638**

Pricing Analytics

Prerequisites: : **None**

Pricing Analytics teaches how to model and identify opportunities for pricing optimization in different business contexts. This course feeds the set of practices to students and equips them with tools that firms in various industries use to quantitatively model consumer demand and tactically optimize their pricing strategies. Students also will be doing a hands-on dive into the learned tools in the context of real business case studies and data sets.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**MKT
639**

Social Media and Digital Marketing

Prerequisites: : **None**

Social Media and Digital Marketing teaches the specific strategies and tactics necessary to analyze and develop sophisticated interactive marketing programs in social media platforms. This course introduces best practices in social media and works on websites that include Facebook, LinkedIn, Google+, Twitter, etc., as well as blogs, feedback mechanics, and more.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

TEC Cybersecurity**501**Prerequisites: : **None**

This course will provide a basic introduction to all aspects of cyber-security including business, policy and procedures, communications security, network security, security management, legal issues, political issues, and technical issues.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

TEC Database Management**502**Prerequisites: : **None**

This course offers lecture and laboratory practice to provide a foundation in data management concepts and database systems. It includes database management concepts, manipulating data with an interactive query language (SQL) and database development including database security, integrity and privacy issues.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

TEC Digital Business & Innovation**503**Prerequisites: : **None**

This course provides insight into the emergence of digital business, key concepts, technologies, and strategy. Students will develop an action plan for a 'traditional' business which could adopt digital technologies and strategies. This course is designed for students planning on working in digital businesses, or working in management consultancies.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

TEC Software Engineering**504**Prerequisites: **Previous exposure to Programming with R, Programming with Python, Programming with Javascript is highly recommended**

This course aims to help students appreciate the reality of software development, with customer needs, budget constraints and delivery schedules to be met. Through hands-on experience, students will gain an exposure of the challenges of software development, along with an understanding of the core software engineering concepts that support current best practice.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**TEC
505**

Strategy for Tech

Prerequisites: : **None**

The focus of the course is on the key concepts, models, and methods that enable managers to effectively manage the development and utilization of technologies. The goal is to develop an awareness of the range, scope, and complexity of the elements, issues, and problems related to economics and management of technology and technological innovations. Students will develop a better understanding of the complex issues surrounding the managerial tasks with respect to technology.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

**TEC
506**

Tech Entrepreneurship & Product Development

Prerequisites: : **None**

This course blends traditional development and entrepreneurship processes encouraging students to consider how technology-based solutions can solve economic and socially oriented problems. The course also prepares students for a more technological approach of product development together with an experience-based introduction into the process of starting a technology company.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective (Tech) |

C. Non-tech Electives

C1. Business and Management Electives

**MKT
636**

Business Communication

Prerequisites: **None**

An emphasis on the practical application of theories and principles to the development of those writing skills essential to communication encounters in the business world. The course includes practice in writing business letters, resumes, memos, instructional materials and reports, and using visual aids. Offered for students enrolled in applied science and technology. A highly practical course, it teaches you to: compose clear, concise memos, letters, and short reports write an effective job application letter and resume use visual aids in oral and written presentations practice developing and using appropriate illustrations for business documents use visual aids in written presentations increase the student's ability to analyze information and organize it into written reports develop a familiarity with formats for short business reports such as progress, trip and incident reports.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

**MKT
690**

Capstone Project

Prerequisites: **None**

This course is intended to engage students in a real-world business consulting project. This course serves as a bridge between classroom material and practical application. Students apply their previously learned material from the curriculum to craft a comprehensive, data-informed business strategy.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

**BUS
693**

Field Study in Korea

Prerequisites: **None**

This course focuses on developing our students' Global Perspective and Korean Expertise. Students must be aware of the impact of Korean Culture on managing in and across various business types and segments in the Korean Market. During this course, students will visit business sites to gain real experiences and try to solve business issues guided by hosting companies.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

**BUS
692**

International Immersion

Prerequisites: **None**

In this course, students can have 2 options:

1. Study as exchange students at one of Solbridge's partner universities around the world or
2. Conduct self-development study by visiting international organizations to find potential issues and to suggest solutions.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

**MKT
688**

Master's Thesis

Prerequisites: : **None**

The primary goal of this course is to help students develop research skills through its focus on writing and critiquing research proposals. This course is open to students enrolled in Master's programs who wish to develop a dissertation or independent research proposal in a structured setting. SolBridge will support these students by connecting them with professors specialized on the topics they choose so that the faculty's role will be to orient and mentor the students towards their objectives.

Professors will follow up the development of the thesis along with the students, instruct them with the best practices & support materials, and gradually evaluate the outcomes and conclusions.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

BUS 640 Project Management**BUS
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:** Elective**BUS 640 Statistical Analysis****BUS
640**Prerequisites: **None**

This is an introductory course in statistics designed to provide students with the basic concepts of data analysis and statistical computing. Topics covered include basic descriptive measures, measures of association, probability theory, confidence intervals, and hypothesis testing. The main objective is to provide students with pragmatic tools for assessing statistical claims and conducting their own statistical analyses.

**Credit
Hours:** 3**Course
Delivery:** Classroom**Group:** Elective**BUS 611 Strategic Management****BUS
611**Prerequisites: **None**

Firms gain competitive advantage through superior strategies. This course provides the foundation for the creation of business and corporate strategies for competitive advantage. 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.

**Credit
Hours:** 3**Course
Delivery:** Classroom**Group:** Elective**C2. Finance and Accounting Electives****FIN 609 Corporate Finance****FIN
609**Prerequisites: **None**

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:** Elective

FIN **Financial Derivatives****619**Prerequisites: **None**

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.

Credit Hours: 3**Course Delivery:** Classroom**Group:** Elective**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 will understand the interdependence among the different elements in the financial system.

Credit Hours: 3**Course Delivery:** Classroom**Group:** Elective**FIN** **Investment Analysis****601**Prerequisites: **Strongly Recommended: FIN501 (Financial Management)**

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:** Elective**FIN** **Mergers & Acquisitions****602**Prerequisites: **Strongly Recommended: FIN501 (Financial Management)**

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:** Elective

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

This course provides the student with an understanding of various aspects of 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: | Elective |
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C3. International Business Electives**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.

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| Credit Hours: | 3 |
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| Course Delivery: | Classroom |
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| Group: | Elective |
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BUS Doing Business in Korea**694**Prerequisites: **None**

This course is designed to engage and expose students to Korean Business & Culture. It is a practical course to raise awareness, knowledge & insights about business culture in Korea. Given this, students will be able to gain appreciation & understanding in to Korean business culture; thus enhancing your development of cross-cultural & international management skills.

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| Credit Hours: | 3 |
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| Course Delivery: | Classroom |
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| Group: | Elective |
|---------------|-----------------|

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.

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| Credit Hours: | 3 |
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| Course Delivery: | Classroom |
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| Group: | Elective |
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**MIB
601**

International Business in Asia

Prerequisites: **None**

The course provides an overview of conducting international business. The course will explore the effects of social, political and economic systems across the globe on the conduct of international business. The course also deals with theoretical frameworks explaining international business, the emergence of institutions and trading blocs, and their impact on international business with a focus on Asia. Further, This course will help managers understand core differences and similarities in management practices across China, India, Japan, Taiwan, Korea and the ASEAN block of nations. Students will also learn the appropriate management practices and behaviors in these major economic blocks of Asia so that they can adapt to the context.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

**MIB
616**

Special Topics in International Business

Prerequisites: **None**

This course provides an understanding of various aspects of 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: Elective

C4. Marketing Electives

**MKT
601**

Brand Management

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 life cycle 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: Elective

**MKT
602**

Consumer Behavior and Decision Making

Prerequisites: **MKT500 (Marketing Management) is highly recommended**

This course examines the concepts and principles of customer behavior with the goal of understanding how consumer behavior influences decision-making processes. The core topics 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.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

**MKT
616**

International Marketing

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.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

**MKT
615**

Marketing Communications and Advertising

Prerequisites: **Strongly Recommended: MKT500 (Marketing Management)**

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 special emphasis on the advertisement strategies in domestic and international markets.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

**MKT
617**

Marketing Research

Prerequisites: **Strongly Recommended: MKT500 (Marketing Management)**

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.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

**MKT
613**

Marketing Strategy

Prerequisites: **Strongly Recommended: MKT500 (Marketing Management)**

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.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

**MKT
635**

Special Topics in Marketing

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.

| | |
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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |