

# SolBridge International School of Business

## Master of Business Administration (MBA)

### 2024 Curriculum

(March 2024 - February 2025)

#### Introduction

The MBA curriculum is built to equip future leaders to design and implement innovative solutions through a combination of action learning, creative thinking, and grounded theories. The curriculum is structured to provide a unique blend of strong conceptual foundations and practical skills, it allows the student to become a well-rounded team player with cross-cultural competencies and a global perspective. The emphasis is on both soft skills and analytical skills needed for a successful managerial career. There are two parts to the curriculum: core, and electives.

The core part of the curriculum imparts essential business knowledge, and the electives allow students to gain in-depth knowledge in an area of their choice. SolBridge also provides the opportunity for students to acquire some foreign language skills to prepare them to enter a globalized and diverse world. This document describes the structure of the SolBridge MBA program, curricular requirements for graduation and courses offered as electives.

#### Program Structure

Students are required to complete a total of thirty-six (36) credit hours, comprising twelve (12) courses in order to graduate. Of these, eighteen (18) credits are core business courses, and eighteen (18) credits are electives.

**Potential candidates:** Professionals with the desire to gain general knowledge about current business practices across different key disciplines. Professionals that want to make a career advancement or transition. Ideally, candidates have 2 years of work experience in different fields.

#### Graduation Requirements:

- Curricular: 36 credits (18 for core & 18 for electives)<sup>1</sup>
- CGPA: 3.0

#### Admission Requirements:

- Work experience: At least 2 years
- Academic transcript with a CGPA of C+ or higher
- English proficiency: IELTS 6.5 or its equivalent
- GMAT/ GRE (For those who do not have official scores internal admission test will be offered)
- Personal Essay (Handwritten) & Video Essay

<sup>1</sup> For students who are interested in studying Korean, SolBridge offers Korean language courses during regular semesters. Korean language courses are not required for graduation.

# CURRICULUM

Students can identify the courses they need to take as requirements from the tables here. They can also identify their specialization interests. The overall program structure is followed by tables identifying the contents of each curriculum component.

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 | Number of Required Credits | Remarks   |
|----------------------|----------------------------|---|
| 1. Core              | 18 Credits                 | <ol style="list-style-type: none"><li>1. Students are required to take Managerial Skills, Business Economics, and Marketing Management during their first semester.</li><li>2. Students are required to take Financial Management, Accounting &amp; Decision Making, and Operation Management during their second semester.</li></ol> |
| 2. Electives         | 18 Credits                 | Students are required to take 3 credits per each regular semester and 6 credits per each intersession.  |
| <b>Total</b>         | <b>36 Credits</b>          |   |

## PROGRAM AT a GLANCE

|            |                                   | Year 1        |           |               |           |
|------------|-----------------------------------|---------------|-----------|---------------|-----------|
|            |                                   | R 1/ 15 Weeks | I 1       | R 2/ 15 Weeks | I 2       |
| Curricular | Core<br>(5 weeks per module)      | 9 credits     |           | 9 credits     |           |
|            | Electives<br>(3 weeks per module) | 3 credits     | 6 credits | 3 credits     | 6 credits |

| Core Curriculum           |                      |        |          |                              |        |
|---------------------------|----------------------|--------|----------|------------------------------|--------|
| Required Credits: 36      |                      |        |          |                              |        |
| First Year                |                      |        |          |                              |        |
| Code                      | Course Title         | Credit | Code     | Course Title                 | Credit |
| Core                      | Managerial Skills    | 3      | Core     | Financial Management         | 3      |
| Core                      | Business Economics   | 3      | Core     | Accounting & Decision Making | 3      |
| Core                      | Marketing Management | 3      | Core     | Operations Management        | 3      |
| Elective                  |                      | 3      | Elective |                              | 3      |
| Summer & Winter Semesters |                      |        |          |                              |        |
| Code                      | Course Title         | Credit | Code     | Course Title                 | Credit |
| Elective                  |                      | 3      | Elective |                              | 3      |
| Elective                  |                      | 3      | Elective |                              | 3      |

# COURSE DESCRIPTIONS

## I. MBA Core Courses

### **BUS**     **Managerial Skills**

**503**

Prerequisites: **None**

This course introduces the student 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 each other. The course deals with motivation, individual and group decision-making, conflict, power and politics, leadership, job design, performance maintenance, organizational environment, organization structure and design, and emerging trends and challenges.

**Credit Hours:**                      **3**

**Course Delivery:**                **Classroom**

**Group:**                                **Core Course**

### **BUS**     **Business Economics**

**509**

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 Course**

### **MKT**     **Marketing Management**

**500**

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.

**Credit Hours:**                      **3**

**Course Delivery:**                **Classroom**

**Group:**                                **Core Course**

### **BUS**     **Operations Management**

**508**

Prerequisites: **None**

**Credit Hours:**                      **3**

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.

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| <b>Course Delivery:</b> | <b>Classroom</b>   |
| <b>Group:</b>           | <b>Core Course</b> |

## FIN Accounting & Decision Making

**500**

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

## FIN Financial Management

**501**

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.

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

## ii. MBA Elective Courses

**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.

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

## MIB Global Strategic Management

**605B**

Prerequisites: **None**

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

## **MIB 613** **Doing Business in China**

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

## **BUS 694**

## **Doing Business in Korea**

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

## **MIB 616** **Special Topic In International Business**

Prerequisites: **None**

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

This course is a prerequisite for: None

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

## **BUS** **Project Management**

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

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

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| <b>Credit Hours:</b> | <b>3</b> |
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| <b>Course Delivery:</b> | <b>Classroom</b> |
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| <b>Group:</b> | <b>Elective</b> |
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**FIN****Investment Analysis****601**Prerequisites: Strongly Recommended **FIN501**

This course is to study the concepts of portfolio analysis in the general area of institutional investment management. The course discusses principles for managing investment assets that include equity and fixed-income securities. These principles can be used on corporate investment management, bank-administered trusts, and other institutional investment management. Students will learn the methods to establish appropriate investment objectives, develop optimal portfolio strategies, estimate risk-return tradeoffs, and evaluate investment performance.

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| <b>Credit Hours:</b> | <b>3</b> |
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| <b>Course Delivery:</b> | <b>Classroom</b> |
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| <b>Group:</b> | <b>Elective</b> |
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**FIN****Mergers & Acquisitions****602**Prerequisites: **Strongly Recommended FIN501**

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

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| <b>Course Delivery:</b> | <b>Classroom</b> |
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| <b>Group:</b> | <b>Elective</b> |
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**FIN****Corporate Finance****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.

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| <b>Credit Hours:</b> | <b>3</b> |
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| <b>Course Delivery:</b> | <b>Classroom</b> |
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| <b>Group:</b> | <b>Elective</b> |
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**FIN  
613**

## **Financial Markets and Institutions**

Prerequisites: **None**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**FIN  
619**

## **Financial Derivatives**

Prerequisites: **Strongly Recommended FIN501**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**FIN  
635**

## **Special Topic In Finance**

Prerequisites: **None**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**MKT  
602**

## **Consumer Behavior and Decision Making**

Prerequisites: Strongly Recommended **MKT500**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective



**MKT****Marketing Strategy****613**Prerequisites: **Strongly Recommended MKT 500 (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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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Elective</b>  |

**MKT****Marketing Communications and Advertising****615**Prerequisites: Strongly Recommended **MKT500**

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

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

**INF****Management Information Systems****500**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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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Elective</b>  |

**MIB****International Business in Asia****601**Prerequisites: **None**

The course provides an overview of the means 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.

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

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.

## **BUS** **Strategic Management**

**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

## **MKT** **International Marketing**

**616**

Prerequisites: **None**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

## **MKT** **Marketing Research**

**617**

Prerequisites: Strongly Recommended **MKT500**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

## **MKT** **Special Topics in Marketing**

**635**

Prerequisites: **None**

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

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**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.

**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**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.

**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

**Credit Hours:** 3**Course Delivery:** Classroom

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.

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| <b>Group:</b> | <b>Elective</b> |
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**BUS 640**

### Statistical Analysis

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.

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| <b>Credit Hours:</b> | <b>3</b> |
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| <b>Course Delivery:</b> | <b>Classroom</b> |
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| <b>Group:</b> | <b>Elective</b> |
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**BUS 611**

### Strategic Management

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.

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| <b>Credit Hours:</b> | <b>3</b> |
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| <b>Course Delivery:</b> | <b>Classroom</b> |
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| <b>Group:</b> | <b>Elective</b> |
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**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.

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| <b>Credit Hours:</b> | <b>3</b> |
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| <b>Course Delivery:</b> | <b>Classroom</b> |
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**MKT 619**

### Computer Programming with R

Prerequisites: : **None**

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

**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; asymptotic; further issues on MLR; heteroscedasticity; 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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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Elective</b>  |

**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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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Elective</b>  |

**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

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

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.

**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.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**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.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**FIN  
635**

### Special Topics In Finance

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.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**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.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Elective

**TEC 501**

### Cybersecurity

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

## TEC 502

### Database Management

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

## TEC 503

### Digital Business & Innovation

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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| <b>Credit Hours:</b>    | <b>3</b>               |
| <b>Course Delivery:</b> | <b>Classroom</b>       |
| <b>Group:</b>           | <b>Elective (Tech)</b> |

## TEC 504

### Software Engineering

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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| <b>Credit Hours:</b>    | <b>3</b>               |
| <b>Course Delivery:</b> | <b>Classroom</b>       |
| <b>Group:</b>           | <b>Elective (Tech)</b> |

## 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

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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |



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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| <b>Group:</b> | <b>Elective (Tech)</b> |
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**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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| <b>Credit Hours:</b>    | <b>3</b>               |
| <b>Course Delivery:</b> | <b>Classroom</b>       |
| <b>Group:</b>           | <b>Elective (Tech)</b> |

**TBD**

## **New Venture Creation**

Prerequisites: **None**

This course is designed around two important sections. The first section covers six themes: defining your target industry; defining your target customers; defining the needs and wants of those customers; defining winning product and service solutions; carefully designing a strong business model; determining competitive positioning, and then testing the entire concept against a small population of target customers—all before writing the plan. Think, design, test, and learn are the guiding principles. The second section then focuses on different types of investors and the process for raising capital, creating realistic financial projections, writing a concise but powerful business plan, organizing the venture team, and creating a compelling pitch that speaks to the needs and concerns of investors. This course is also known as ‘business model generation and testing’.

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| <b>Credit Hours:</b>     | <b>3</b>         |
| <b>Course Delivery :</b> | <b>Classroom</b> |
| <b>Group:</b>            | <b>Special.</b>  |

**TBD**

## **Small Business Management**

Prerequisites: **None**

This course is designed around three important themes. First, small business owners must understand the need to incorporate the use of technology and e-business as a way to gain a competitive advantage over larger rivals. Technology is omnipresent in today's business world. Small businesses must use it to their advantage. Hence, the course provides practical discussions and examples of how a small business can use these technologies without having extensive expertise or expenditures. Second, small business owners need to understand how their decisions affect cash flow. As the lifeblood of all organizations, cash flow implications must be a factor in all business decision-making. Third, small business owners need to clearly identify sources of customer value and bring that

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| <b>Credit Hours:</b>     | <b>3</b>         |
| <b>Course Delivery :</b> | <b>Classroom</b> |
| <b>Group:</b>            | <b>Special.</b>  |



understanding to every decision. Decisions that do not add to customer value should be seriously reconsidered.

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.

Credit Hours: 3

DAT60  
3

**Exploratory Data Analysis and Visualization**

Prerequisites: **None**

This course provides students with a thorough study of exploratory data analysis and visualization techniques. Exploratory Data Analysis employs a variety of techniques, mostly graphical, that enable the data to reveal its structural secrets and provide new insight into the data. This approach allows the data scientist to discover patterns, to spot anomalies, to test hypothesis and to check assumptions with the help of summary statistics and graphical representations. This course provides hands-on experience in data visualization and summary statistics using real-world data examples.

Credit Hours: 3

Course Delivery: Classroom

Group: **Special.**

TBD

**Strategic Innovation in Fintech**

Prerequisites: **None**

This course extends issues of strategy, innovation and management to the context of modern fintech developments. Students analyze examples of successful innovation to understand the unique challenges, payoffs and rewards in modern fintech industry.

Credit Hours: 3

Course Delivery: Classroom

Group: **Special.**

TBD

**Blockchain Technology in Finance**

Prerequisites: **None**

Credit Hours: 3

This course introduces students to the use of blockchain technology in financial industry. Emphasis is on the role of blockchain technology in issues of security, integrity and efficiency across the financial services area.

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| <b>Course Delivery :</b> | <b>Classroom</b> |
| <b>Group:</b>            | <b>Special.</b>  |

**TBD**

## Digital Platforms & Online Financial Services

Prerequisites: **None**

Digital platforms are two-sided markets where agents interact through an intermediary platform. Participation of each agent group gives value to the other group. This course introduces students to the economics of network externalities which arise in such markets structures with focus on financial services, including payment systems.

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| <b>Credit Hours:</b>     | <b>3</b>         |
| <b>Course Delivery :</b> | <b>Classroom</b> |
| <b>Group:</b>            | <b>Special.</b>  |

**TBD**

## Statistical Modeling and Inference

Prerequisites: **None**

This course introduces two key components of statistical data analysis – 1) modeling and 2) inference. Analysis of the complex problems arising in practice requires an understanding of fundamental statistical principles together with knowledge of how to use suitable modelling techniques. Computation using a high-level software is also an essential element of modern statistical practice. This course provides students with these skills by giving an introduction to the principles of statistical modeling and inference using the freely available statistical package R.

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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Special.</b>  |

**TBD**

## Introduction to Machine Learning

Prerequisites: **None**

This course introduces several fundamental concepts and methods for machine learning. The objective is to familiarize students with some basic machine learning algorithms/techniques and their applications. The course also covers general principles and approaches related to analyzing and handling big data sets.

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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Special.</b>  |

**MKT  
618**

## Computer Programming with Python

Prerequisites: : **None**

This course deals with applications of Python programming language to

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| <b>Credit Hours:</b> | <b>3</b> |
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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.

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| <b>Course Delivery:</b> | <b>Classroom</b> |
| <b>Group:</b>           | <b>Elective</b>  |

**BUS  
691**

## Internship

Prerequisites: **None**

This course intends to provide students with an opportunity to gain work experience in their field of study. Students will get exposure to the working environment of the industry in which they hope to build their career. By working closely with business managers and other staff, students will develop an understanding of the opportunities as well as real life challenges and issues surrounding workplaces. During the internship, students will be able to practically apply the theories they learned in their classrooms.

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

**BUS  
692**

## International Immersion

Prerequisites: **None**

Study as exchange students at one of SolBridge's partner universities around the world. The grading is based on a pass-or-fail.

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

**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.

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

**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

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| <b>Credit Hours:</b>    | <b>3</b>         |
| <b>Course Delivery:</b> | <b>Classroom</b> |

discussed. The course uses real life cases to familiarize students with the issues and challenges faced by Asian and global brands.

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**Group:**

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**Elective**

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