

**UNDERGRADUATE
PROGRAMME**

DEGREE

MODULE CHOICE BOOKLET

BBA Entrepreneurship

2014-15

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YEAR ONE

Semester 1

Module Description

Title of module	English
No./ Code of module	ENG 110
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 1
Aim of module (expected learning outcomes and competencies to be acquired)	Introducing to writing techniques with an emphasis on correctness. Students learn to develop and structure ideas in writing through a variety of one-page or longer assignments, and through discussions concerning grammar, spelling and usage.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Knowledge of the English language, first certificate, TOEFL or similar level
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours each week, 36 hours per semester
Contents of the course	<p>Week 1: Speaking: Introduction & Information, Good communication – what is it? How to interrupt politely</p> <p>Language Focus: Positive & negative adjectives, Meaning of adjectives, Business Idioms, Idioms in context</p> <p>Week 2: Speaking: Feedback & homework correction, Discussion- case study, Discussion- going international, Board game – review of idioms</p> <p>Language Focus: Marketing – collocations & other impressions, Adverbs & adjectives, Idioms – review</p> <p>Week 3: Speaking: Feedback & homework correction, Brainstorming Quiz- How good are you?</p> <p>Language Focus: Meetings – essential language, Business relations: - verb & noun/adjective & noun collocations, Cultural considerations, Multi-word verbs</p>

	<p>Week 4: Speaking: Feedback & homework correction, Case Study – customer profiling, Discussion – indices of success Language Focus: Present & past – Chupa Chups, Prefixes Week 5: Speaking: Feedback & homework correction, Discussion – job satisfaction & motivation, Quiz – burning out Language Focus: Synonyms, Inflated Job titles, Tenses – passives Week 6: Speaking: Feedback & homework correction, Exam Information, Discussion – risk Language Focus: Verb & noun/adjective & noun collocations, Intensifying adverbs Week 7: Final Exam</p>
Recommended literature (Teaching and learning material)	Title: MARKET LEADER Author: Cotton, Falvey, Kent 2005 Edition, Longman Pearson ISBN: 0-582-43464-5
Teaching and learning methods	Direct teaching, home/group works, assignments,
Methods of examination (also length of examination)	3 hours examination, written, on-campus
Teaching language	English
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	Grading/Method of Assessment: 25%: Positive class participation 35%: Mid-Term Exam 40%: Final Exam

Module Description

Title of module	Accounting
No./ Code of module	ACT 102
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 1
Aim of module (expected learning outcomes and competencies to be acquired)	<p>This course introduces students to the basic principles of accounting from a managerial perspective. Using accounting rules, concepts and conventions; exercises and problems, students are expected to:</p> <ul style="list-style-type: none"> - Understand and record business transactions - Prepare the financial statements of a business & understand how accounting profit & loss is determined - Gain insights into important items appearing on the financial statements and their impact
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	3 hours / week, 36 hours / semester
Contents of the course	<p>Week 1: Introducing , Basic Information about accounting</p> <p>Week 2: Accounting Information for Decision making; and Basic Financial Statements</p> <p>Week 3: Recap: Session 2; The Accounting Cycle: Capturing Economic Events</p> <p>Week 4: Recap: Session 3; The Accounting Cycle: Accruals and Deferrals</p> <p>Week 5: Recap: Session 4; The Accounting Cycle: Reporting Financial Results</p> <p>Week 6: Recap: Session 5;</p>

	<p><u>MID TERM EXAM</u> and Merchandising Activities Week 7: Recap: Session 6; Financial Assets Week 8: Recap: Session 7; Inventories and Cost of Goods Sold Week 9: Recap: Session 8; Plant and Intangible Assets Week 10: Recap: Session 9; Liabilities Week 11: Recap: Session 10; Stockholders Equity: Paid Up Capital Week 12: Recap: Session 11; Income and Changes in Retained Earnings</p>
Recommended literature (Teaching and learning material)	Financial & Managerial Accounting - The Basis for Business Decisions - 14th Edition Williams, Haka, Bettner and Carcello ISBN: 978-0-07-299650-0
Teaching and learning methods	Direct teaching, homework, assignments
Methods of examination (also length of examination)	3 hours, written, on-campus
Teaching language	English
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	Grading/Method of Assessment: 25% Positive Class Participation 35% Mid-Term Exam 40% Final Exam

Module Description

Title of module	Information Systems
No./ Code of module	MIS 102
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 1
Aim of module (expected learning outcomes and competencies to be acquired)	<p>The course aims to:</p> <p>Become knowledgeable with MS Word, MS Excel and MS PowerPoint</p> <p>Understand Information technology concepts</p> <p>Understand Project Management concepts</p> <p>Understand e-commerce concepts.</p> <p>Mastering the Microsoft Office Suite has become absolutely essential for anyone wishing to pursue a management career.</p> <p>The focus is on the three main applications: MS Excel, MS Word, and MS PowerPoint. Insights into Internet, Project Management and e-commerce will also be given.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	3 Hours per week, 36 Hours per semester
Contents of the course	<p>Week 1: Introduction, IT Theory, practicing MS PowerPoint</p> <p>Week 2: Practicing MS PowerPoint and MS Excel, IT Theory</p> <p>Week 3: Practicing MS PowerPoint and MS Excel, IT Theory</p> <p>Week 4: Practicing MS PowerPoint and MS Excel, IT Theory</p> <p>Week 5: Practicing MS Word and MS Excel, IT Theory</p> <p>Week 6: Mid-Term exam</p> <p>Week 7: Practicing MS Word, IT Theory</p> <p>Week 8: Practicing MS Word IT Theory</p> <p>Week 9: Practicing MS Office IT Theory</p> <p>Week 10: Practicing MS Office, IT Theory</p> <p>Week 11: Practicing MS Office, IT Theory</p> <p>Week 12: Practicing MS Office, IT Theory</p> <p>Week 13: Final exam</p>

Recommended literature (Teaching and learning material)	Office XP Inside/Out Microsoft
Teaching and learning methods	Direct teaching, home work, group assignments, presentations
Methods of examination (also length of examination)	3 hours, written, computer, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading/Method of Assessment: 25%: Positive class participation 35%: Mid-Term Exam 40%: Final Exam

Module Description

Title of module	Marketing
No./ Code of module	MKT 103
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 1
Aim of module (expected learning outcomes and competencies to be acquired)	Learning outcomes: Survey of theories and resulting activities employed by producers and sellers of goods and services to determine needs and wants of society and the ways of satisfying them. Topics include marketing mix, promotion, distribution, price strategies, marketing and social responsibility.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours / week, 36 hours/ semester
Contents of the course	<p>Week 1: Introduction: Marketing and the Marketing process</p> <p>Week2: Social responsibility and Marketing Ethics</p> <p>Week3: Strategic Marketing planning</p> <p>Week4: The Marketing Environment & The Global Market Place</p> <p>Week5: Consumer Buyer Behavior & Business to Business Marketing</p> <p>Week6: Mid term exam</p> <p>Week7: Marketing Information and Research</p> <p>Week8: Market segmentation and targeting: satisfying human needs</p> <p>Week9: Positioning</p> <p>Week10: Building customer relationships: customer satisfaction, quality, value and service</p> <p>Week11: Building customer relationships: customer satisfaction, quality, value and service</p> <p>Week12: Competitor Analysis</p>

Recommended literature (Teaching and learning material)	PRINCIPLES OF MARKETING Kotler, Armstrong, Saunders, Wong , 4 th Edition, Prentice Hall 0-273-68456-6
Teaching and learning methods	Direct teaching, home works, assignments, group work, presentations
Methods of examination (also length of examination)	3 Hours, written
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading/Method of Assessment: 25%: Positive class participation 35%: Mid-Term Exam 40%: Final Exam

Module Description

Title of module	Management
No./ Code of module	MGT 101
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 1
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Management covers a lot of ground. Its focus ranges from understanding entire industries to making and implementing decisions to operating in foreign countries. The objective of the course is to master the vocabulary of management and apply the concepts.</p> <p>Learning outcomes: In this course, students will learn to apply the four concepts of management (planning-organizing-leading- controlling) in six competencies: self- management; strategic action; global awareness; teamwork; planning and administration; and communication.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	None
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	3 hours / week, 36 hours / semester
Contents of the course	<p>Week 1: Introduction /Managing in a Dynamic Environment</p> <p>Week 2: The Evolution of Management</p> <p>Week 3:Environmental Forces /Managing Globally</p> <p>Week 4: Entrepreneurship / Ethics and CSR</p> <p>Week 5: Planning and Strategy</p> <p>Week 6: Fundamentals of Decision Making / Decision Aids</p> <p>Week 7: Mid-Term Examinations</p> <p>Week 8: Controlling in Organizations</p> <p>Week 9: Organizational Design / Organizational Change</p>

	<p>Week 10: Managing Human Resources / Work Motivation</p> <p>Week 11: Dynamics of Leadership / Org Communication</p> <p>Week 12: Managing Work Teams / Cultural Diversity</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exams</p>
Recommended literature (Teaching and learning material)	<p>MANAGEMENT</p> <p>Hellriegel, Jackson, Slocum</p> <p>10th Edition, Thomson Learning</p> <p>ISBN: 0-324-05558-7</p>
Teaching and learning methods	Direct teaching, home works, assignments
Methods of examination (also length of examination)	3 hours examination, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Grading/Method of Assessment:</p> <p>25%: Positive class participation</p> <p>35%: Mid-Term Exam</p> <p>40%: Final Exam</p>

Module Description

Title of module	Mathematical Tools for Business
No./ Code of module	MAT 100
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 1
Aim of module (expected learning outcomes and competencies to be acquired)	<p>The course is designed to demonstrate the integration of mathematics in business, management and finance. Students are expected to gain necessary skills required for solving mathematical problems in business administration and finance.</p> <p>Learning outcome:</p> <ul style="list-style-type: none">- How to write equations of lines, to evaluate, simplify and find inverse functions, to find the limit of a function- How to calculate derivatives, to use the derivative rules, to find rates of change- How to calculate derivatives of exponential and logarithmic functions- How to find the anti-derivative of a function, how to use the different rules, to evaluate definite integrals.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Basic knowledge of math is an advantage.
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	2 hours / week, 24 hours / semester

Contents of the course	<p>Week 1: Numbers, Exponents, Factoring, Fractions, Initial Chapter</p> <p>Week 2: Graphs and Equations, Functions, Chapter 1.1 – 1.4</p> <p>Week 3: Differentiation: Limits, Derivatives, Chapter 1.5, 2.1 – 2.4</p> <p>Week 4: Differentiation; Rules and Related Rates, Chapter 2.5 – 2.8</p> <p>Week 5: Applications of Derivative II, Chapter 3</p> <p>Week 6: Repetition of Weeks 1 – 6</p> <p>Week 7: Midterm Exam</p> <p>Week 8: Applications of Derivative II, Chapter 3</p> <p>Week 9: Exponential Functions, Chapter 4.1 – 4.3</p> <p>Week 10: Logarithmic Functions, Chapter 4.4 - 4.5</p> <p>Week 11: Integration, Chapter 5.1 – 5.2</p> <p>Week 12: Open for Discussion</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	Calculus, An Applied Approach, 7 th Edition, by R. Larson, B. Edwards, ISBN: 0-618-54718-5
Teaching and learning methods	Direct teaching, home work, assignments
Methods of examination (also length of examination)	3 hours, written
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Method of Assessment</p> <p>20% Positive class participation</p> <p>40% Mid-Term Exam</p> <p>40% Final Exam</p>

Module Description

Title of module	Company Visit
No./ Code of module	COV 100
ECTS-Credits (based on the workload)	3
Semester/ Trimester	Takes place in semester 1-4
Aim of module (expected learning outcomes and competencies to be acquired)	By organizing company visits on a regular basis, our aim is to give the students a practical insight of various industries. We hope to establish a link between theory and practice
Duration of the module	14 weeks
Frequency of module offer	Once a semester
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Mandatory for BBA students Semester 1 - 4
Hours per week in semester/ trimester	About 8 hours / Semester
Frequency of visits	3 per Semester
Contents of the course	A pre briefing and a post briefing session is organized to maximize learning.
Recommended literature (Teaching and learning material)	None
Teaching and learning methods	Observation, interaction.
Methods of examination (also length of examination)	<p>Students have to write a report of the company the visit took place. The report needs to be at least 5 pages in length and needs to address the following topics:</p> <ul style="list-style-type: none"> - General introduction / history of the company - Key figures & facts - Strategy / philosophy - Current & past issues <p>For each company visit there are additional specific questions. A report needs to be handed in to the responsible faculty member within 7 days starting from the date the visit took place.</p>

Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Sector-specific industry visits are organized to maximize exposure.

YEAR ONE

Semester 2

Module Description

Title of module	Commercial Correspondence
No./ Code of module	ENG 115
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 2
Aim of module (expected learning outcomes and competencies to be acquired)	To communicate effectively in the target language with the emphasis on eloquence, confidence, politeness and efficiency
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Applicability of module for other modules and study programmes	Marketing and Management
Type of course (Obligatory, elective, etc.)	Obligatory for all majors / specializations
Hours per week in semester/ trimester	3 Hours every second week, 18 hours per semester
Contents of the course	Email/Letter writing, layout, structure. Related vocabulary, grammar. Communication and Presentations.
Recommended literature (Teaching and learning material)	Title: Company to Company & Market Leader (upper-Intermediate) Author: Littlejohn Cambridge ISBN: 0-521-65412-2
Teaching and learning methods	Direct teaching
Methods of examination (also length of examination)	3 Hours, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Method of Assessment: 25% : Positive Class participation 35%: Mid-Term Exam 40%: Final Exam

Module Description

Title of module	Economics
No./ Code of module	ECO 100
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 2
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Learning outcomes: The initial part of this course – studying of microeconomics. Microeconomics is the section of economics which centers on the forces working at the individual level, e.g. “the individual firms and consumers“ behavioral patterns and decision making processes.</p> <p>In macroeconomics we will focus on the activities of the aggregate (meaning sum, collective, total or combined) of individual markets. The four main issues here are aggregate output, price level, labor markets, e.g. unemployment and finally foreign sector: trade and exchange rates. (This sector is taught as a separate course).</p> <p>The course develops analytical tools and applies them to the main policy issues of the “real world”. We will consider, among others, the issues of consumption and production choice, perfect and imperfect competition, market failures.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors / Specializations
Hours per week in semester/ trimester	3 hours / week, 36 hours / semester

Contents of the course	<p>Week 1: Fundamentals of Economics, Different Markets</p> <p>Week 2: Supply and Demand, Applications of Supply and Demand</p> <p>Week 3: Demand for Consumer Behavior</p> <p>Week 4: Production and Business Organization, Analysis of Costs</p> <p>Week 5: Perfect Competition, Imperfect Competition</p> <p>Week 6: Oligopoly and Monopolistic Competition</p> <p>Week 7: Mid Term Exam, Overview of Macroeconomics</p> <p>Week 8: Measuring Economic Activity</p> <p>Week 9: Consumption and Investment, Business cycles and Aggregate demand</p> <p>Week 10: Process of Economic Growth</p> <p>Week 11: Challenge of Economic Development</p> <p>Week 12: Exchange rates and the international financial system</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: "Economics", 18E</p> <p>Author: Samuelson, Nordhaus McGraw-Hill, ISBN 007-123932-4</p>
Teaching and learning methods	Direct teaching, home work, group/individual assignments
Methods of examination (also length of examination)	3 hours examination, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Method of Assessment:</p> <p>25% : Positive Class participation</p> <p>35%: Mid-Term Exam</p> <p>40%: Final Exam</p>

Module Description

Title of module	Law for Business Professionals
No./ Code of module	BUS 109
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 2
Aim of module (expected learning outcomes and competencies to be acquired)	The "Law for Business Professionals" course introduces the legal principles involved in the conduct of businesses. Topics covered include an overview of the legal system and sources of law; dispute resolution, torts, contracts, sales, agency, and bailments of personal property.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	2 hours / week, 24 hours / semester
Contents of the course	Week 1: Introduction to International and Comparative Law Week 2: State responsibility and environmental regulation Week 3: Dispute Settlement Week 4: The Multinational Enterprise Week 5: Foreign Investment Week 6: Mid-term Exam Week 7: Money and Banking Week 8: Trade in Goods and a video about the World trade organization Week 9: Services and Labor Week 10: Intellectual Property and Sales Week 11: Transportation Week 12: Financing and Taxation Week 13: Study Week Week 14: FINAL EXAM
Recommended literature (Teaching and learning material)	International Business Law, 4E August Pearson, 013122929X

Teaching and learning methods	Direct teaching, home works, group work, assignments
Methods of examination (also length of examination)	3 hours examination, written, on-campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading/Method of Assessment: 25% Positive class participation 35% Mid-Term Exam 40% Final Exam

Module Description

Title of module	Managerial Statistics
No./ Code of module	STA 110
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 2
Aim of module (expected learning outcomes and competencies to be acquired)	<p>The application of analytical methods using statistics is given in order to structure management problems. Topics include an introduction to probability, random variables, decision theory, hypothesis testing and regression.</p> <p>Learning outcomes: In this course, students will learn to describe data based on form, strength and direction and based on measurements of central tendency. Students will learn the principles of probability and the use of proper survey techniques. The business application of regression techniques and the use of statistics in quality management round out the course.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	2 hours / week, 24 hours / semester
Contents of the course	<p>Week 1: Introduction to Statistics</p> <p>Week 2: Describing sets of data I</p> <p>Week 3: Describing sets of data II</p> <p>Week 4: Probability</p> <p>Week 5: Random variables, Continuous random variables</p> <p>Week 6: Sampling, Confidence intervals, Review</p> <p>Week 7: Midterm Examination</p> <p>Week 8: Inferences based on single samples</p> <p>Week 9: Linear regression</p> <p>Week 10: Analysis of variance, Categorical data analysis</p>

	<p>Week 11: Linear regression</p> <p>Week 12: Methods for quality improvement</p> <p>Week 13: Review /study week</p> <p>Week 14: Final examination</p>
<p>Recommended literature (Teaching and learning material)</p>	<p>Title: Statistics for Business and Economics</p> <p>Author: McClave, Benson, Sincich</p> <p>ISBN: 0-13-046641-7</p>
<p>Teaching and learning methods</p>	<p>Direct teaching, assignments, home works</p>
<p>Methods of examination (also length of examination)</p>	<p>3 hours examination, written, on campus</p>
<p>Teaching language</p>	<p>English</p>
<p>Special features (e.g. percentage of online- work, practice, guest speaker, etc.)</p>	<p>Method of Assessment:</p> <p>25%: Positive class participation and homework</p> <p>35%: Mid-term exam</p> <p>40%: Final exam</p>

Module Description

Title of module	Principles of Finance
No./ Code of module	Fin 107
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 2
Aim of module (expected learning outcomes and competencies to be acquired)	<p><u>Course Description</u></p> <p>This course is designed to be an introductory course in Principles of Finance. It analyses the three broad areas of financial decision problems faced by modern corporations, viz. the investment decisions (capital budgeting), the financing decisions (capital structure) and the payout decisions. We will also study the fundamental principles of bond and stock valuation and risk return trade-off. Basic issues in Corporate Finance, Mergers and Acquisitions and Futures and Options will also be discussed.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours / week, 36 hours / semester
Contents of the course	<p>Week 1: Introduction, Financial Statements Week 2: Cash Flows Week 3: Working with Financial Statements Week 4: Long-Term Financial Planning Week 5: The Time Value of Money Week 6: Discounted Cash Flow Week 7: Mid-Term Exam Week 8: Bond Valuation & Stock Valuation Week 9: Net Present Value Week 10: Capital Investment Decisions Week 11: Project Analysis Week 12: Current event case Week 13: Study Week Week 14: Final Exam</p>

Recommended literature (Teaching and learning material)	Title: Fundamentals of Corporate Finance, 7E Author: Ross, Westerfield, Jordan McGraw-Hill, ISBN: 0071118020
Teaching and learning methods	Direct teaching, assignments, presentations, group works
Methods of examination (also length of examination)	3 hours examination, written & with the computer (Microsoft Excel)
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Students will be expected to use Microsoft Excel and Financial Calculator extensively for homework and case assignments. The calculator has to have functions for Net Present Value (NPV), Internal Rate of Return (IRR) and related formulas Grading/Method of Assessment: Cases and Projects: 25% Class Participation: 20% Final exam: 55%

Module Description

Title of module	Communication Skills
No./ Code of module	COM 100
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 2
Aim of module (expected learning outcomes and competencies to be acquired)	<p>The course aims to:</p> <p>Increase your knowledge of Communication and negotiation</p> <p>Gain experience through negotiation group exercises</p> <p>Apply your learned skills to Business Cases</p> <p>Effective communication and negotiation does not come naturally. We were born crying, not communicating effectively. Many employees have never been trained on communication and negotiation techniques that create effective working relationships.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all Majors/Specializations
Hours per week in semester/ trimester	3 hours / week, 36 hours / semester
Contents of the course	<p>Week 1: Introduction, Fundamentals of negotiation</p> <p>Week 2: Reading Body Language, BATNA</p> <p>Week 3: Dealing with people you can't stand, Group Practice exercise (negotiation)</p> <p>Week 4: Dealing with people you can't stand</p> <p>Week 5: Dealing with people you can't stand, Group Practice exercise (negotiation)</p> <p>Week 6: Mid-Term exam</p> <p>Week 7: Dealing with difficult negotiations, Hardball techniques</p> <p>Week 8: Understanding Cultural differences (1/3)</p>

	<p>Week 9: Understanding Cultural differences (2/3), Group Practice exercise</p> <p>Week 10: Understanding Cultural differences (3/3)</p> <p>Week 11: Salary Negotiation and Interviews, Class practice</p> <p>Week 12: Listening skills</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: Dealing with People You Can't Stand</p> <p>Author: Dr. Rick Brinkman</p> <p>McGraw-Hill</p> <p>ISBN: 0071379444</p>
Teaching and learning methods	Direct teaching, assignments, presentations, group works
Methods of examination (also length of examination)	3 hours, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Grading/Method of Assessment:</p> <p>25% : Case analysis and active class participation</p> <p>35% : Mid-term</p> <p>40% : Final exam</p>

Module Description

Title of module	Company Visit
No./ Code of module	COV 100
ECTS-Credits (based on the workload)	3
Semester/ Trimester	Takes place in semester 1-4
Aim of module (expected learning outcomes and competencies to be acquired)	By organizing company visits on a regular basis, our aim is to give the students a practical insight of various industries. We hope to establish a link between theory and practice
Duration of the module	14 weeks
Frequency of module offer	Once a semester
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Mandatory for BBA students Semester 1 - 4
Hours per week in semester/ trimester	About 8 hours / Semester
Frequency of visits	3 per Semester
Contents of the course	A pre briefing and a post briefing session is organized to maximize learning.
Recommended literature (Teaching and learning material)	None
Teaching and learning methods	Observation, interaction.
Methods of examination (also length of examination)	<p>Students have to write a report of the company the visit took place. The report needs to be at least 5 pages in length and needs to address the following topics:</p> <ul style="list-style-type: none"> - General introduction / history of the company - Key figures & facts - Strategy / philosophy - Current & past issues <p>For each company visit there are additional specific questions. A report needs to be handed in to the responsible faculty member within 7 days starting from the date the visit took place.</p>

Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Sector-specific industry visits are organized to maximize exposure.

YEAR TWO

Semester 1

Module Description

Title of module	Advanced Accounting
No./ Code of module	ACC 200
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 3
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Learning outcomes:</p> <p>This course introduces students to the basic concepts used in managerial decision making and analysis (including statement analysis, costing systems, budgeting and standard costing, etc.). Using these methods and techniques, students are expected to:</p> <ul style="list-style-type: none"> - grasp the theory and identify practical application areas - apply the relevant concept and determine basis for decisions - understand various aspects influencing the decision making process
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Students need to have previous knowledge in accounting or followed the course "ACT102 Accounting"
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week, 26 hours per semester
Contents of the course	<p>Week 1: Recap: Accounting Basics; Statement of Cash Flows</p> <p>Week 2: Recap: Session 2; Financial Statement Analysis</p> <p>Week 3: Recap: Session 3; Global Business and Accounting; Management Accounting: A Business Partner</p> <p>Week 4: Recap: Session 4; Job Order Cost Systems and Overhead Allocation</p>

	<p>Week 5: Recap: Session 5; Process Costing</p> <p>Week 6: Recap: Session 6; Costing and Value Chain</p> <p>Week 7: MID TERM EXAM</p> <p>Week 8: Recap: Previous Sessions; Cost Volume Profit Analysis</p> <p>Week 9: Recap: Session 9; Incremental Analysis; Responsibility Accounting and Transfer Pricing</p> <p>Week 10: Recap: Session 10; Operational Budgeting</p> <p>Week 11: Recap: Session 11; Standard Cost Systems</p> <p>Week 12: Recap: Session 12; Rewarding Business Performance; and Capital Budgeting</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: Financial & Managerial Accounting - The Basis for Business Decisions - 14th Edition</p> <p>Author: Williams, Haka, Bettner and Carcello</p> <p>ISBN: 978-0-07-299650-0</p>
Teaching and learning methods	Direct teaching, home work/assignments, group work
Methods of examination (also length of examination)	2 hours examination, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Grading/ Method of Assessment</p> <p>25% Positive class participation</p> <p>35% Mid-Term Exam</p> <p>40% Final Exam</p>

Module Description

Title of module	Venture Capital and Private Equity
No./ Code of module	FIN 201
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 3
Aim of module (expected learning outcomes and competencies to be acquired)	The venture capital and private equity industry, having expanded significantly over the past 15 years, plays an increasingly important role in shaping our economy. While acknowledging that private equity investing is an apprenticeship business, this course seeks to understand how these organizations work, why they take the forms that they do, and where crucial problems and opportunities for innovation exist.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Understanding of financial concepts
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	2 hours per week, 24 hours per semester
Contents of the course	<p>Successful students in this course will be able to:</p> <ul style="list-style-type: none"> - Describe the history and basic concepts of the venture capital industry. - Understand how private equity funds are raised and structured, the legalities involved, and the participants in the fundraising process. - Understand the day-to-day activities of venture capital including screening deal flow, making investments, and managing a portfolio. - Discuss various exit strategies and the challenges of each. - Compare the US venture market of foreign venture markets.

	<ul style="list-style-type: none"> - Explain how and why large corporations have adopted the venture capital model. <p>Course Content and Organization: The course focuses on the private equity cycle. It begins by considering how private equity funds are raised and structured. The differing perspectives and incentives of institutional investors, “gatekeepers,” fund-of-fund managers, and private equity investors are considered. Second, we explore how investments are evaluated, structured, and overseen. We evaluate the crucial problems that firms seeking private equity pose to investors, and how private equity organizations address these problems. Finally, the often-problematic ways in which venture capitalists harvest investments are considered. Throughout the course, we explore whether the private equity system can be duplicated in other settings.</p> <p>We consider both the internal management challenges that venture capital and private equity organizations face, as well as their relationships with limited partners, entrepreneurs, investment bankers, and others. While the bulk of the cases will focus on U.S. private equity organizations, and the final project. Teams will make written and verbal presentations.</p>
Recommended literature (Teaching and learning material)	Title: ENTREPRENEURIAL FINANCIAL MANAGEMENT Author: Cornwall, Vang, Hartman 2004 Edition, Prentice Hall ISBN:0-13-009411-0
Teaching and learning methods	Direct teaching, assignments, case studies, group work/presentations, home works
Methods of examination (also length of examination)	3 hours, written, presentations
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading/ Method of Assessment 25% Positive class participation 35% Mid-Term Exam 40% Final Exam

Module Description

Title of module	Human Resources Management
No./ Code of module	MGT 209
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 3
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Insight into the evolving role of strategic HRM in today's organizations, the strategic role of HR functions, and the impact of technology and global competition. 2. Awareness of the importance of business ethics in HRM. 3. Insight into how workforce diversity provides an opportunity for management. 4. Examine the legislation and regulations affecting staffing. 5. Knowledge of the significant federal court decisions affecting staffing. 6. Understand of the Uniform Guidelines, Adverse Impact, and Affirmative Action Programs that affect staffing. 7. Awareness of the ethical, regulatory, environmental, social, political and technological issues of staffing. 8. Understand job analysis, human resource planning, recruitment (including Internet recruiting), and selection. 9. Awareness of the importance of HRD (training and developing) for employees at all levels. 10. Understand of performance appraisal and its role in performance management. 11. Appreciation of how compensation and benefits programs are formulated and administrated. 12. Understand safety and health factors as they affect the firm's profitability. 13. Understand employee and labour relations. 14. Appreciate the global dimension of HRM
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites

Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	2 hours per week / 24 hours per semester
Contents of the course	<p>Week 1: Introduction and chapter 1</p> <p>Week 2: Chapter 2</p> <p>Week 3: Chapter 3</p> <p>Week 4: Chapter 4</p> <p>Week 5: Chapter 5</p> <p>Week 6: Chapter 6</p> <p>Week 7: Chapter 7 & Mid-Term Exam</p> <p>Week 8: Chapter 8</p> <p>Week 9: Chapter 9</p> <p>Week 10: Chapter 10</p> <p>Week 11: Chapter 11</p> <p>Week 12: Chapter 12</p> <p>Week 13: Study and review week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: HUMAN RESOURCE MANAGEMENT</p> <p>Author: Mondy, Noe 10th Edition, Prentice Hall</p> <p>ISBN:0-13-127389-2</p> <p>- Wall Street Journal</p> <p>- Financial Times</p>
Teaching and learning methods	Direct teaching, assignments, presentations, group & home works
Methods of examination (also length of examination)	3 hours examination, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Method of Assessment:</p> <p>25%: Positive class participation</p> <p>35%: Mid-Term Exam</p> <p>40% Final Exam</p>

Module Description

Title of module	Marketing II
No./ Code of module	MKT 230
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 3
Aim of module (expected learning outcomes and competencies to be acquired)	Learning outcomes: This course continues the discussion of the marketing strategies with a full overview of the marketing P's: product, price, place and promotion. It attempts to create a picture of the conceptual framework used by firms to make their selling strategy a reality. A discussion of cases is also integrated to demonstrate the pitfalls of poor strategy when launching products as opposed to strategies which give the final customer a true picture of the offer.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Preferably a student should have studied MKT-103.
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per semester
Contents of the course	<p>Week 1: Brands, products, packaging and support services</p> <p>Week 2: New product development and product life strategies</p> <p>Week 3: Marketing services</p> <p>Week 4: Price: Pricing considerations and approaches</p> <p>Week 5: Pricing strategies</p> <p>Week 6: Mid-Term Exam</p> <p>Week 7: Integrated Marketing communication strategy</p> <p>Week 8: Mass communications: advertising, sales promotion and public relations</p> <p>Week 9: Personal selling and sale management</p>

	<p>Week 10: Managing marketing channels</p> <p>Week 11: Building customer relationships: customer satisfaction, quality, value and service</p> <p>Week 12: Competitor Analysis</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: PRINCIPLES OF MARKETING</p> <p>Author: Kotler, Armstrong, Saunders, Wong</p> <p>4th Edition, Prentice Hall</p> <p>ISBN: 0-273-68456-6</p>
Teaching and learning methods	<p>Direct teaching, home work/assignments, group work, presentations</p>
Methods of examination (also length of examination)	<p>3 hours examination, written, on campus</p>
Teaching language	<p>English</p>
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Method of assessment:</p> <p>25%: Positive class participation</p> <p>35%: Mid-Term Exam</p> <p>40%: Final Exam</p>

Module Description

Title of module	Financial Statement Analysis
No./ Code of module	ACC 207
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 3
Aim of module (expected learning outcomes and competencies to be acquired)	<ul style="list-style-type: none"> ▪ Provides in-depth understanding of financial management of firms, and the different tools used by analysts to assess a firm's financial strength. ▪ Gives a thorough discussion of a company's financial statements including the balance sheet, income statement, and cash flow statement without being too focused on the accounting laws behind each. ▪ Focuses on the impact of a firm's financing decisions and how they affect financial structure, thereby giving the learner knowledge of how to interpret and analyze a firm's financial actions. ▪ Applies financial statement analysis to the world of investments.
Duration of the module	14 Weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for "Entrepreneurship" major/Specialization
Hours per week in semester/ trimester	2 hours per week / 24 hours per semester
Contents of the course	The materials and structure of the course are based on the four financial statement analysis in the CFA Level I Program.. Our course is divided into five parts. The first part is a review of financial accounting and the second part introduces the basics of financial statement analysis. These two parts prepare us to study financial statement analysis regarding financial ratios, especially EPS (Part III), assets (Part IV), and liabilities (Part V). Note that Parts I and II of our course correspond to

	<p>I. Financial Accounting (NP)</p> <ul style="list-style-type: none"> - Measuring Business Income - Financial Reporting and Analysis - Short-Term Financial Assets - Inventories - Current Liabilities and the Time Value of Money - Long-Term Assets - Long-Term Liabilities - Contributed Capital - The Corporate Income Statement and the Statement of Stockholders' Equity - The Statement of Cash Flows <p>II. Basics (WSF)</p> <ul style="list-style-type: none"> - Framework for Financial Statement Analysis - Accounting Income and Assets: The Accrual Concept - Analysis of Cash Flow <p>III. Financial Ratios and Earnings per Share</p> <ul style="list-style-type: none"> - Analysis of Financial Statements (RB) - Dilutive Securities and Earnings per Share (KWW) - Seek and Ya Shall Find* (Schilit) - Searching for Financial Shenanigans* (Schilit) <p>IV. Assets (WSF)</p> <ul style="list-style-type: none"> - Analysis of Inventories - Analysis of Long-Lived Assets: Part I - The Capitalization Decision - Analysis of Long-Lived Assets: Part II - Analysis of Depreciation and Impairment <p>V. Liabilities (WSF)</p> <ul style="list-style-type: none"> - Analysis of Income Taxes - Analysis of Financing Liabilities - Leases and Off-Balance-Sheet Debt
Recommended literature (Teaching and learning material)	<p>Title: FINANCIAL REPORTING AND ANALYSIS</p> <p>Author: Revsine 3rd Edition, Prentice Hall</p> <p>ISBN: 0-13-143021-1</p>
Teaching and learning methods	Direct teaching, assignments, home/group works/presentations
Methods of examination (also length of examination)	3 hours examination, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Grading/ Method of Assessment</p> <p>25% Positive class participation</p> <p>35% Mid-Term Exam</p> <p>40% Final Exam</p>

Module Description

Title of module	Company Visit
No./ Code of module	COV 100
ECTS-Credits (based on the workload)	3
Semester/ Trimester	Takes place in semester 1-4
Aim of module (expected learning outcomes and competencies to be acquired)	By organizing company visits on a regular basis, our aim is to give the students a practical insight of various industries. We hope to establish a link between theory and practice
Duration of the module	14 weeks
Frequency of module offer	Once a semester
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Mandatory for BBA students Semester 1 - 4
Hours per week in semester/ trimester	About 8 hours / Semester
Frequency of visits	3 per Semester
Contents of the course	A pre briefing and a post briefing session is organized to maximize learning.
Recommended literature (Teaching and learning material)	None
Teaching and learning methods	Observation, interaction.
Methods of examination (also length of examination)	<p>Students have to write a report of the company the visit took place. The report needs to be at least 5 pages in length and needs to address the following topics:</p> <ul style="list-style-type: none"> - General introduction / history of the company - Key figures & facts - Strategy / philosophy - Current & past issues <p>For each company visit there are additional specific questions. A report needs to be handed in to the responsible faculty member within 7 days starting from the date the visit took place.</p>

Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Sector-specific industry visits are organized to maximize exposure.

YEAR TWO

Semester 2

Module Description

Title of module	International Economics
No./ Code of module	ECO 210
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 4
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Learning outcomes: This course discusses the issues of International trade and International law for business professionals. Monetary policy, Fiscal policy and Factor mobility will be discussed in detail. The following questions will be answered:</p> <ul style="list-style-type: none"> • Why do nations trade? • How does trade affect production and consumption in each nation? • How does trade affect economic well being (as measured by income)? Thus, who wins and who loses from trade? Which nation wins more than the other? • What determines nation's trade policy? • How does the foreign exchange market function?
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per semester

<p>Contents of the course</p>	<p>Week 1: Chapter 1: Introduction, Important and Interesting Contemporary Issues. Week 2: Chapter 2: Introduction. Important and Interesting Contemporary Issues. Week 3: Chapter 3 Why Everybody Trades: Comparative Advantage. Week 4: Chapter 4. Factor Availability and Factor Proportions. The Basis for Trade, the Gains from Trade and the Effects on Production and Consumption. Chapter 5. Who Gains and Who Loses from Trade? Week 5: Chapter 7. Economic Growth and Its Impact on International Trade. Technological Progress and Its Relationship to International Trade. Week 6: Chapter 8: Tariffs, Chapter 9: Non-tariff Barriers to Imports. Week 7: Chapter 10. Pushing exports. Various Practices and Policies Increasing Exports and Their Effect on Importing Countries Week 8: Mid-Term Exam Week 9: Chapter 14. Developing Nations and Their Trade Policy. Week 10: Chapter 15. Multinational Enterprises. Foreign Direct Investment. Week 11: Chapter 16. A Country's Balance of Payments. Week 12: Chapter 17. Foreign Exchange Market. Week 13: Study Week Week 14: Final Exam</p>
<p>Recommended literature (Teaching and learning material)</p>	<p>Title: International Economics, 13th edition Author: Puge IMcGraw-Hill ISBN: 978-0-07-110727-3 Additional resources: www.cid.harvard.edu , www.ustr.gov , www.imf.org</p>
<p>Teaching and learning methods</p>	<p>Direct teaching, assignments, group/home works, presentations</p>
<p>Methods of examination (also length of examination)</p>	<p>3 hours examination, written, on campus</p>
<p>Teaching language</p>	<p>English</p>
<p>Special features (e.g. percentage of online- work, practice, guest speaker, etc.)</p>	<p>Grading/ Method of Assessment: 25% Positive class participation 35% Mid-Term Exam 40% Final Exam</p>

Module Description

Title of module	Information Systems
No./ Code of module	MIS 220
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 4
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Mastering the Microsoft Office Suite has become absolutely essential for anyone wishing to pursue a management career. MS Access is a mid-range powerful application that can be deployed in record time provided the user has the appropriate experience.</p> <p><u>The course aims to:</u> Become knowledgeable MS Access user Deepen the experience with MS Excel (For example: Complex Formulas) Reinforce MS Word and MS Excel Understand the principles of Databases</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	MIS 102
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per semester
Contents of the course	Week 1: Introduction, Refresh MS Word and MS Excel Week 2: MS Excel advanced functions 1 Week 3: MS Excel advanced functions 2 Week 4: MS Word and MS Excel advanced functions 3 Week 5: MS Word and MS Excel advanced functions 4 Week 6: Mid-Term exam Week 7: MS Access part 1 Week 8: MS Access part 2 Week 9: MS Access part 3 Week 10: MS Access part 4 Week 11: MS Access part 5 Week 12: MS Access part 6 Week 13: Study Week Week 14: Final Exam

Recommended literature (Teaching and learning material)	Title : Electronic Commerce 2006 Author: Turban, Pearson, ISBN: 0131976672 Additional: Textbooks: Office XP Inside/Out Microsoft
Teaching and learning methods	Direct teaching, home/group works, presentations, assignments
Methods of examination (also length of examination)	3 hours, written and pc, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading/ Method of Assessment: 25% Positive class participation 35% Mid-Term Exam 40% Final Exam

Module Description

Title of module	Strategic Sales Management
No./ Code of module	MGT 217
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 4
Aim of module (expected learning outcomes and competencies to be acquired)	After this course students are able to make effective sales decisions with Sales Management! With a focus on the importance of employing different sales strategies for different consumer groups, this management course blends the most recent sales management research with real-life best practices of leading sales organizations. Role plays, cases, technology, and applications are just a few of the tools that will help succeed in sales career. Planning and implementation of personal selling activities. Management of the sales force - objectives, recruiting, selection, training, motivation, compensation, evaluation and control. Emphasis on industrial selling.
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Knowledge in sales management or course MGT101 "Management"
Type of course (Obligatory, elective, etc.)	Obligatory for all majors / specializations
Hours per week in semester/ trimester	2 hours per week / 24 hours per semester
Contents of the course	This course consists of a study of sales management competencies. It also introduces students to the effective managing of field sales forces with an emphasis on structural planning and operational control over recruitment, training, retention, supervision, motivation, compensation and performance evaluation of sales personnel.

Recommended literature (Teaching and learning material)	Title: Sales Management, 6E Author: Ingram, Thomson ISBN: 0324321058
Teaching and learning methods	Direct teaching, group / home work, assignments, presentations
Methods of examination (also length of examination)	3 hours, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading/ Method of Assessment: 25% Positive class participation 35% Mid-Term Exam 40% Final Exam

Module Description

Title of module	Principles of Finance
No./ Code of module	FIN 220
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 4
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Learning outcomes: This course – together with the Principles of Finance I and III – is designed to be an introductory course in Corporate Finance. It analyses the three broad areas of financial decision problems faced by modern corporations, viz. the investment decisions (capital budgeting), the financial decisions (capital structure) and the payout decisions. We will also study the fundamental principles of bond and stock valuation and risk return trade-off. Basic issues in Corporate finance, Mergers and Acquisitions and Futures and Options will also be discussed.</p> <p>Students will be expected to use Microsoft excel and financial calculator extensively for homework and case assignments. Please make sure that the calculator has the functions for Net Present Value (NPV), Internal Rate of Return (IRR) and related formulas.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Suitable knowledge in Principles of Finance or followed the course “FIN 107 Principles of Finance”
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per semester

<p>Contents of the course</p>	<p>Week 1: Introduction, repetition of Principles of Finance /Corporate Finance I Week 2: Bond and Stock Evaluation Week 3: Some lessons from Capital Market History Week 4: Return, Risk and the Security Market line Week 5: Cost of Capital Week 6: Current event case I: Good week Tire Inc Week 7: Current event case II: SAP AG Week 8: Options Week 9:Real Options Week 10: Portfolio Case: Ginny's Restaurant- an intro to capital investment valuation Week 11: Raising Capital Week 12: Current Event Case / Repetition and Outcomes Week 13:Study Week Week 14:Final Exam</p>
<p>Recommended literature (Teaching and learning material)</p>	<p>Title: Fundamentals of Corporate Finance, 7E Author: Ross, Westerfield, Jordan, McGraw-Hill ISBN: 0071118020 Additional resources: Lecture notes and problems to be discussed in class, Harvard Business School (HBS) case studies</p>
<p>Teaching and learning methods</p>	<p>Direct teaching, assignments, case studies, group- & home work</p>
<p>Methods of examination (also length of examination)</p>	<p>3 hours examination , written, on campus</p>
<p>Teaching language</p>	<p>English</p>
<p>Special features (e.g. percentage of online- work, practice, guest speaker, etc.)</p>	<p>Method of Assessment: 25%: Positive class participation and homework 35%: Mid-term exam 40%: Final exam</p>

Module Description

Title of module	Company Visit
No./ Code of module	COV 100
ECTS-Credits (based on the workload)	3
Semester/ Trimester	Takes place in semester 1-4
Aim of module (expected learning outcomes and competencies to be acquired)	By organizing company visits on a regular basis, our aim is to give the students a practical insight of various industries. We hope to establish a link between theory and practice
Duration of the module	14 weeks
Frequency of module offer	Once a semester
Prerequisites	No Prerequisites
Type of course (Obligatory, elective, etc.)	Mandatory for BBA students Semester 1 - 4
Hours per week in semester/ trimester	About 8 hours / Semester
Frequency of visits	3 per Semester
Contents of the course	A pre briefing and a post briefing session is organized to maximize learning.
Recommended literature (Teaching and learning material)	None
Teaching and learning methods	Observation, interaction.
Methods of examination (also length of examination)	<p>Students have to write a report of the company the visit took place. The report needs to be at least 5 pages in length and needs to address the following topics:</p> <ul style="list-style-type: none"> - General introduction / history of the company - Key figures & facts - Strategy / philosophy - Current & past issues <p>For each company visit there are additional specific questions. A report needs to be handed in to the responsible faculty member within 7 days starting from the date the visit took place.</p>

Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Sector-specific industry visits are organized to maximize exposure.

YEAR THREE

Semester 1

Module Description

Title of module	International Finance
No./ Code of module	FIN 310
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 5
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Course Description: International Finance can be thought of as an extension of the domestic financial operations as such there is no objective conflict between domestic and international finance. They are both concerned with how to make the best decision to maximize value for firms. The key concept is cash flow, which for a multinational corporation is exposed to changes in exchange rates, in interest rates, and of the foreign economic and political conditions. In this course we will investigate the</p> <ul style="list-style-type: none"> - International financial environment and the exchange rate - Exchange rate risk management - Foreign investment decisions and financial risk management - Trade and short-term financing <p>Learning outcomes:</p> <p>Understand the international financial environment and its impact on managerial decision-making</p> <p>Be familiar with foreign exchange market and able to use foreign currency options for hedging</p> <p>Demonstrate a working knowledge of measuring and managing foreign exchange exposure (transaction, operating, and interest rate exposure)</p> <p>Understand the firm's cost of capital and its capital structure in international environment</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Knowledge in International Finance or courses FIN107/FIN220 "Principles of Finance"

Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per Semester
Contents of the course	<p>Week 1: The Multinational Firm and the International Monetary System, Balance of Payments (Chapters 1 – 3)</p> <p>Week 2: The Foreign Exchange Market (Chapter 5)</p> <p>Week 3: International Parity Relationships, Forecasting Exchange Rates (Chapter 6)</p> <p>Week 4: Futures and Options on Foreign Exchange (Chapter 7)</p> <p>Week 5: Transaction Exposure (Chapter 8)</p> <p>Week 6: Management of Economic Exposure (Chapter 9), Management of Translation Exposure (Chapter 10)</p> <p>Week 7: Mid Term Exam</p> <p>Week 8: International Money Market (Chapter 11), International Bond Market (Chapter 12)</p> <p>Week 9: International Equity Market (Chapter 13), Interest Rate and Currency Swaps (Chapter 14)</p> <p>Week 10: International Capital Structure and Cost of Capital (Chapter 17)</p> <p>Week 11: Multinational Cash Management (Chapter 19), International Trade Finance (Chapter 20)</p> <p>Week 12: Taxes (Chapter 21), International Portfolio Management</p> <p>Week 13: Study Week /Repetition/Open Problems</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: International Financial Management; 4th Edition & International Edition Author: Cheol S. Eun, Bruce G. Resnick ISBN: 0 - 07- 110651 -1 & 0 - 07- 110651 - 0</p> <p>Additional sources: Lecture Notes and Problems to be discussed in class. Harvard Business School (HBS) case studies</p>
Teaching and learning methods	Direct teaching, assignments, case studies, group works

Methods of examination (also length of examination)	3 hours examination, written, on campus. The final exam will be closed book, closed notes and based on material covered in class. Computers are not allowed while taking the exams, and students are supposed to bring their own calculator with financial functions for the exam. There will be no make-up exams, and they must take the exams at the scheduled time.
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	The grades will be determined as follows: Cases and Projects : 25% Class Participation : 20% Final exam : 55%

Module Description

Title of module	Strategic Marketing
No./ Code of module	MKT 315
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 5
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Course description: Strategic marketing deals with the fundamental issues that affect the long-term performance of an organization. This course is a capstone course that will consolidate all the marketing knowledge gained in years 1 and 2 and that will introduce the student to strategic thinking from the marketing perspective.</p> <p>Learning outcomes: Following this course, students will be able to apply the strategic planning process to develop an overall strategic marketing plan that outlines the activities and resources required to fulfill the organization's mission and to achieve its goals and objectives.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Marketing courses: MKT103 & MKT230
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per semester
Contents of the course	<p>Week 1: Introduction/Marketing in today's economy</p> <p>Week 2: Strategic marketing planning/Marketing ethics</p> <p>Week 3: Collecting and analyzing marketing information 1</p> <p>Week 4: Market analysis – Student presentations</p> <p>Week 5: Developing competitive advantage</p> <p>Week 6: Customer segmentation</p> <p>Week 7: Mid-Term Exam</p>

	<p>Week 8: Product strategy</p> <p>Week 9: Pricing strategy</p> <p>Week 10: Distribution and supply chain management</p> <p>Week 11: Marketing control</p> <p>Week 12: Developing customer relationships</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
<p>Recommended literature (Teaching and learning material)</p>	<p>Title: Marketing Strategy, 4th Edition</p> <p>Author: Ferrell, Hartline</p> <p>ISBN: 0-324-36272-2</p>
<p>Teaching and learning methods</p>	<p>Direct teaching, presentations, assignments, home work</p>
<p>Methods of examination (also length of examination)</p>	<p>3 hours, written & presentation, on campus</p>
<p>Teaching language</p>	<p>English</p>
<p>Special features (e.g. percentage of online- work, practice, guest speaker, etc.)</p>	<p>Method of assessment:</p> <p>20%: Class assignments</p> <p>20%: Positive class participation</p> <p>20%: Mid-term exam</p> <p>40%: Final exam / presentation</p>

Module Description

Title of module	Information Systems
No./ Code of module	MIS 320
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 5
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Mastering the Microsoft Office Suite has become absolutely essential for anyone wishing to pursue a management career.</p> <p>The course aims to:</p> <ul style="list-style-type: none"> Become knowledgeable with MS Word, MS Excel and MS PowerPoint Understand Information technology concepts Understand Project Management concepts Understand e-commerce concepts
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	MIS 220 Information Systems
Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours per week / 36 hours per semester
Contents of the course	The focus is on the three main applications: MS Excel, MS Word, and MS PowerPoint. Insights into Internet, Project Management and e-commerce will also be given
Recommended literature (Teaching and learning material)	Title: Electronic Commerce 2006 Author: Turban, Pearson ISBN: 0131976672
Teaching and learning methods	Direct teaching, assignments, group work, presentations
Methods of examination (also length of examination)	3 hours examination, written and computer based
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Grading: 25%: Positive class participation 35%: Mid-Term Exam 40%: Final Exam

Module Description

Title of module	Family Business Management
No./ Code of module	ENT 310
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 5
Aim of module (expected learning outcomes and competencies to be acquired)	<p>The aim of this course is to</p> <ul style="list-style-type: none"> - Develop a thorough understanding of typical family business issues. - Discuss and share insights into family business problems - Build a set of notions to implement plans to professionalize <p>The course addresses aspects of managing an established family business, on a day-to-day basis and planning for succession to the next generation.</p> <ul style="list-style-type: none"> - values, life cycles, marketing strategies, succession, communications, legal and financial aspects, estate planning
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Small Business Field Studies ENT230
Type of course (Obligatory, elective, etc.)	Obligatory for "Entrepreneurship" major/specialization
Hours per week in semester/ trimester	2 hours per week, 24 hours per semester
Contents of the course	<p>Week 1:</p> <p>*Read: Understanding family business, Rob Goffee</p> <p>*Read: Family orientation in family firms: Renee Reid</p> <p>*Read: The world largest family businesses</p> <p>Exercise: A+B</p> <p>Week 2:</p> <p>*Read: In Love and in business together</p> <p>*Read: Confession of a workaholic</p> <p>*Read: Fine wine from a family business</p> <p>Week 3:</p> <p>*Read: the importance of planning for business families</p> <p>*Perform: Organizing the planning process</p>

	<p>*Solve the case: Nando's International</p> <p>Week 4:</p> <p>*Read: Family business growth and development</p> <p>*Read: How family firms can improve their long run survival</p> <p>*Read: All in the family</p> <p>Week 5:</p> <p>*Read: three problems facing family businesses</p> <p>*Solve: Love and Work case</p> <p>Week 6:</p> <p>*Read: How to save the family business Do you agree with Drucker. Be critical!</p> <p>*Read: Challenges of family succession</p> <p>*Read: Consulting in mergers and acquisitions</p> <p>Week 7:</p> <p>*Read: Mergers and Acquisitions: why, how</p> <p>*Solve: Rae and Jerry steak house case</p> <p>Week 8:</p> <p>*Read: entrepreneurship and globalization</p> <p>*Read: Keys to family success</p> <p>Week 9:</p> <p>*Solve case: Carrefour in Asia</p> <p>Week 10:</p> <p>Case defense and discussion. Comparison with Wall Mart.</p> <p>Week 11:</p> <p>Why is Tetra Pak a success as a family business.</p> <p>Week 12:</p> <p>Family business in Africa: importance for the continent</p> <p>Week 13:</p>						
<p>Recommended literature (Teaching and learning material)</p>	<p>There is no specific book for this course. The course consists out of materials collected by the lecturer.</p>						
<p>Teaching and learning methods</p>	<p>Direct teaching, group/individual work, presentations</p>						
<p>Methods of examination (also length of examination)</p>	<p>3 hours examination, written, on-campus</p>						
<p>Teaching language</p>	<p>English</p>						
<p>Special features (e.g. percentage of online- work, practice, guest speaker, etc.)</p>	<p>Method of Assessment</p> <table data-bbox="775 2002 1347 2110"> <tr> <td>25%</td> <td>Positive class participation</td> </tr> <tr> <td>35%</td> <td>Mid-Term Exam</td> </tr> <tr> <td>40%</td> <td>Mid-Term Exam</td> </tr> </table>	25%	Positive class participation	35%	Mid-Term Exam	40%	Mid-Term Exam
25%	Positive class participation						
35%	Mid-Term Exam						
40%	Mid-Term Exam						

Module Description

Title of module	Entrepreneurship Case Studies
No./ Code of module	ENT 320
ECTS-Credits (based on the workload)	4
Semester/ Trimester	Takes place in semester 5
Aim of module (expected learning outcomes and competencies to be acquired)	Student's in this special course get a real sense of what it takes to conceive, develop, finance, and operate a business, and how elements, such as business plans and financial forecasts, function in the real world.
Duration of the module	The module runs across the semester.
Frequency of module offer	Once a year
Prerequisites	ENT 230, ENT 310
Type of course (Obligatory, elective, etc.)	Obligatory for "Entrepreneurship" major/specialization
Hours per week in semester/ trimester	10 hours per semester
Contents of the course	Topic wise case studies are included.
Recommended literature (Teaching and learning material)	Various case studies
Teaching and learning methods	Direct teaching, case studies, presentations, assignments
Methods of examination (also length of examination)	2 hours examination
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Integrated method of assessment.

YEAR THREE

Semester 2

Module Description

Title of module	Financial Planning and Budgeting
No./ Code of module	FIN 320
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 6
Aim of module (expected learning outcomes and competencies to be acquired)	This course will present advanced concepts used in managerial decision making and analysis. Good business results come from dynamic processes, procedures, and practices that are well designed and properly implemented and managed.
Duration of the module	14 weeks
Frequency of module offer	once a year
Prerequisites	Previous knowledge in Accounting/Finance or Principles of Finance FIN220 & International Finance FIN310
Type of course (Obligatory, elective, etc.)	Obligatory
Hours per week in semester/ trimester	3 hours every second week, 18 hours per Semester
Contents of the course	<p>Course 1: Cost-Volume-Profit Relationships, Read: Ch 6 Prepare Q6-2, Q6-4, Q6-5, Q6-8, Ex6-1, Ex6-10, Ex6-8, Ex6-9</p> <p>Course 2: Absorption & Variable Costing, Read: Ch 7 Prepare Q7-1, Q7-2, Q7-3, Q7-6, Ex7-7, Ex7-9, Ex7-1, Ex7-2</p> <p>Course 3: Budgeting & Variance Analysis, Read: Ch 10 Prepare Q10-4, Q10-5, Q10-17, Q10-18, Ex10-2, Ex10-3, Ex10-4, Ex10-6, Prob10-27</p> <p>Course 4: Flexible Budgets and Overhead Analysis, Read Ch 11 Prepare Q11-2, Q11-6, Q11-7, Q11-11, Ex11-2, Ex11-4, Ex11-5, Ex11-6</p>

	<p>Course 5: Relevant Costs for Decision Making, Read: Ch 13 Prepare Q13-3, Q13-4, Q13-5, Q13-6, Q13-7, Q13-10, Ex13-3, Ex13-4, Ex13-5, Ex13-6</p> <p>Course 6: Capital Budgeting Decisions, Read: Ch 14 Prepare Q14-2, Q14-3, Q14-5, Q14-6, Q14-8, Q14-9, Q14-14, Ex14-9, Ex14-2, Ex14-5, Ex14-6, Ex14-4</p> <p>Course 7: Study Week Course 8: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: Managerial Accounting – 12th Ed Author: Garrison, Noreen and Brewer ISBN: 13 9780073526706</p>
Teaching and learning methods	Direct teaching, assignments, group work, presentations
Methods of examination (also length of examination)	3 hours examination, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>Method of Assessment</p> <p>25%: Positive class participation and homework 35%: Mid-term exam 40%: Final exam</p>

Module Description

Title of module	Strategic Leadership and Change
No./ Code of module	MGT 330
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 6
Aim of module (expected learning outcomes and competencies to be acquired)	<p>In direct response to the needs of private and public sector businesses, this course is designed to be business friendly in its delivery whilst enhancing the performance of employees. This course focuses on today's business pressure points of Change, Strategy and Leadership and provides students with the ability to integrate the concepts and techniques developed in earlier courses. Strategy-formulation abilities are enhanced, and strategy implementation is emphasized. Students are able to develop and apply the skills necessary in managing organizational change.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> - Analyze industry structure and environmental trends to access industry potential; - Assess a firm's resources for their potential to generate a competitive advantage - Explain how firms can add value across diverse lines of business; - Develop strategies for acquiring human assets in mergers and acquisitions - Explain the elements of the strategic management process; - Apply tools to enhance flexibility in a turbulent environment
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Management MGT101, Human Resource Management MGT209, Strategic Sales Management MGT217

Type of course (Obligatory, elective, etc.)	Obligatory for all majors/specializations
Hours per week in semester/ trimester	3 hours every second week, 18 hours per semester
Contents of the course	Course 1: Introduction, Chapter 1 & 2 Course 2: Chapter 3 & 4 Course 3: Chapter 5 & 6 Course 4: Chapter 7 & 8 Course 5: Chapter 9, 10, 11 Course 6: Chapter 12 & 13 Course 7: Study Week Course 8: Final exam, presentation
Recommended literature (Teaching and learning material)	Title: How to analyze case studies, Author: Dr. B. Wolfs Title: Crafting and Executing Strategy, 15E Title: Thompson, Strickland, Gamble, McGraw-Hill, ISBN: 9780073269801
Teaching and learning methods	Direct teaching, assignments, group works, presentations
Methods of examination (also length of examination)	3 hours, written, on campus
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Method of Assessment: 25%: Positive class participation 35%: Mid-Term Exam 40%: Final Exam

Module Description

Title of module	Business in a World Economy
No./ Code of module	BUS 315
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 6
Aim of module (expected learning outcomes and competencies to be acquired)	<p><u>The Course covers the following themes:</u></p> <p>Application of management, marketing, financial and economic knowledge to the international business environment and studying trade and commercial transactions between organisations in different countries. Assessing the external physical, societal and competitive environment in which international business takes place. Apart from the required reading, students are expected to formulate their own views, and to state and defend them in class discussion. As such, class participation will constitute an important element in the evaluation of the student's performance. Case studies, class exercises and group assignments form an integral part of the present course to provide suitable opportunities for applying knowledge to practical situations. Class time will be divided up between teacher and student presentations and discussions.</p>
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	BUS109, Law for Business Professionals
Type of course (Obligatory, elective, etc.)	Obligatory for all majors / specializations
Hours per week in semester/ trimester	4 hours every second week / 24 hours per semester

<p>Contents of the course</p>	<p>Overview of the subject matter of the course and discussion of course requirements</p> <p>The globalized economy</p> <p>Trade and investment <i>Reading and preparation</i> - Chapter 5</p> <p>The impact of cultural differences <i>Reading and preparation</i> - Chapter 2</p> <p>Case: <i>IKEA/p.561</i></p> <p>The regulatory environment <i>Reading and preparation</i> – Chapter 3</p> <p>Case: <i>Substituting tobacco exports for domestic consumption/p.565</i></p> <p>The political and legal environment <i>Reading and preparation</i> – Chapter 4</p> <p>Case: <i>United Technologies in Hungary</i> (handout)</p> <p>Economic integration <i>Reading and preparation</i> - Chapter 8</p> <p>Case: <i>The global car market/p.591</i></p> <p>Market transitions <i>Reading and preparation</i> - Chapter 9</p> <p>Case: <i>General Motors and AvtoVAZ of Russia/p.595</i></p> <p>Country evaluation <i>Reading and preparation</i> - Chapter 10</p> <p>Assignment: <i>Country presentations</i></p> <p>Industry analysis assignment: <i>Industry presentations</i></p> <p>Business entry <i>Reading and preparation</i> - Chapter 11</p> <p>Case: <i>Amazon.com/p.619</i></p> <p>Assignment: <i>Setting up a Joint Venture</i></p> <p>International strategic planning <i>Reading and preparation</i> - Chapter 12</p> <p>Case: <i>Whirlpool and the global appliance industry/p.616</i></p> <p>International operations:</p> <p>Terms of shipment and sale <i>Reading and preparation</i> - Chapter 15</p> <p>Manufacturing, supply chain <i>Reading and preparation</i> - Chapter 15</p> <p>Financial management <i>Reading and preparation</i> - Chapter 16</p> <p>Accounting and taxation <i>Reading and preparation</i> - Chapter 17</p> <p>HRM and organization <i>Reading and preparation</i> – Chapters 18 & 19</p> <p>Assignment: <i>Setting up a foreign operation</i></p> <p>Presentation and submission of term papers. (Details will be given by the lecturer)</p>
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Recommended literature (Teaching and learning material)	Title: International Business, 3E Author: John Wild, Pearson ISBN: 9780131276765
Teaching and learning methods	Direct teaching, assignments, group works, presentations
Methods of examination (also length of examination)	3 hours
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Method of Assessment: Attendance: 10% Participation: 20% Assignments: 30% Term papers : 40%

Module Description

Title of module	Distributorship and Growth
No./ Code of module	ENT 330
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 6
Aim of module (expected learning outcomes and competencies to be acquired)	<p>By the end of the term, students should be able to:</p> <ul style="list-style-type: none"> • perform a basic category review, • plan a profitable brand mix for a given set of shelf space, • translate a desirable brand position into an effective brand launch plan, • evaluate the consistency of shelf space and category location with important consumer shopping behaviors
Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	No prerequisites
Type of course (Obligatory, elective, etc.)	Obligatory for “Entrepreneurship” major/specialization
Semester/ trimester	Takes place in semester 6
Frequency of course offer	Once a week
Hours per week in semester/ trimester	2 hours per week / 24 hours per semester

Contents of the course	<p>Week 1: Introduction+ Course overview, Building and sustaining relationships</p> <p>Week 2: Strategic Planning, Integrating and controlling</p> <p>Week 3: Retail institutions</p> <p>Week 4: Understanding consumers</p> <p>Week 5: Choosing a store location</p> <p>Week 6: Mid-Term Exam</p> <p>Week 7: Managing the retail business</p> <p>Week 8: Merchandise and Pricing</p> <p>Week 9: Communicating with the customer</p> <p>Week 10: Practical applications</p> <p>Week 11: New shopping techniques: RFID</p> <p>Week 12: Migros versus Coop</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	Title: RETAIL MANAGEMENT Author: Berman, Evans, 10th Edition, Prentice Hall ISBN: 0131870165
Teaching and learning methods	Direct teaching, assignments, case studies, presentations
Methods of examination (also length of examination)	2 hours examination
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	<p>20%: Positive class participation and attendance</p> <p>40%: Written case analysis and presentations</p> <p>40%: Final Exam</p>

Module Description

Title of module	Mergers and Acquisitions
No./ Code of module	ENT340
ECTS-Credits (based on the workload)	5
Semester/ Trimester	Takes place in semester 6
Aim of module (expected learning outcomes and competencies to be acquired)	<p>Course Description: This course will blend the delivery of concepts and practical tools to help the student to learn how to</p> <ul style="list-style-type: none">- develop a concept and present a proposal for an M&A transaction- form an opinion about a proposed deal- design a deal <p>Learning outcomes:</p> <p>All transactions begin with the spark of an idea. Translating that idea into a concrete proposal takes hard work. Doing so teaches a lot about the drivers of M&A success, and the elements of deal design. We will survey some strategic frameworks useful in M&A and the steps necessary to translate a concept into a solid proposal.</p> <p>The key aim of any business school education should be an ability to think critically, to form a “view” of events and circumstances. Training in M&A should settle for nothing less. We will review a framework about deal design, and apply it to several cases.</p> <p>We will survey a number of analytic tools, and then exercise them and your negotiation skills in a simulated negotiation.</p>

Duration of the module	14 weeks
Frequency of module offer	Once a year
Prerequisites	Previous knowledge entrepreneurial courses or ENT230, ENT 310, ENT320
Type of course (Obligatory, elective, etc.)	Mergers and Acquisitions
Hours per week in semester/ trimester	2 hours per week, 24 hours per semester
Contents of the course	<p>Week 1: Introduction, Chapter 3 Does M&A pay? Assignemt: Bruner: Where M&A Strays and Where it Pays</p> <p>Week 2: Chapter 4 M&A Activity</p> <p>Week 3: Chapter 7- Acquisition Search and Deal Origination, Chapter 8 Due Diligence</p> <p>Week 4: Chapter 9 – Valuing Firms, Assignment: Value Merge.xls</p> <p>Week 5: Chapter 9 Valuing Firms, cont, Discussion of Assignment</p> <p>Week 6: Chapter 10 Valuing Options</p> <p>Week 7: Chapter 11 Valuing Synergies, Individual Assignments (to be handed in) will be given in class.</p> <p>Week 8: Chapter 11 Valuing Synergies, cont., Discussion of Assignment</p> <p>Week 9: Chapter 36 Framework for Postmerger Integration, Assignment: Case: The Merger of Union Bank of Switzerland and Union Corporation</p> <p>Week 10: Chapter 18: An Inroduction to Deal design in M&A</p> <p>Week 11: Case: The HP-Compaq Merger</p> <p>Week 12: The HP Compaq Merger cont., Presentation</p> <p>Week 13: Study Week</p> <p>Week 14: Final Exam</p>
Recommended literature (Teaching and learning material)	<p>Title: Applied Mergers and Acquisitions, Author: Robert F. Bruner , ISBN: 0-471-39506-4</p> <p>Various Articles from McKinsey & Co., Other Articles</p>

Teaching and learning methods	Direct teaching, presentations, home works, assignments
Methods of examination (also length of examination)	2 hours examination
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Method of Assessment 45% : Positive class participation, Cases 55% : Final Exam

Module Description

Title of module	Thesis/Internship
No./ Code of module	THE 350
ECTS-Credits (based on the workload)	6
Semester/ Trimester	6
Aim of module (expected learning outcomes and competencies to be acquired)	The aim of the module is to develop holistic thinking skills in students so that they can integrate concepts with the realities of business.
Duration of the module	14 weeks
Frequency of module offer	once a year
Prerequisites	Basic understanding of all modules so that students can apply concepts.
Type of course (Obligatory, elective, etc.)	Obligatory
Hours per week in semester/ trimester	Classroom teaching, self study, field work
Contents of the course	Integrated teaching of management concepts. Guidance work by the resource faculty.
Recommended literature (Teaching and learning material)	Specific subject books, industry literature.
Teaching and learning methods	Classroom teaching, self study, field work
Methods of examination (also length of examination)	Report, interaction, concept assessment.
Teaching language	English
Special features (e.g. percentage of online- work, practice, guest speaker, etc.)	Report, interaction, concept assessment.