

SolBridge International School of Business

Master of Business Administration (MBA) 2019 Curriculum (New One year Program)

Introduction

The SolBridge Master of Business Administration (MBA) program prepares Asian-Thought leaders of the future. The MBA curriculum is designed to fulfill this mission by combining the best elements of business education from around the world with a thorough grounding in Asian business knowledge. The curriculum is structured to provide a unique blend of strong conceptual foundations and practical skills. The curriculum 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 specialization.

The core part of the curriculum imparts essential business knowledge, and specialization allow students to gain in-depth knowledge in an area of their choice. SolBridge also provides the opportunity to students to acquire some foreign language skills to prepare them for entry into a globalized yet diverse world.

This document describes the structure of the SolBridge MBA program, curricular requirements for graduation and courses offered in the core and specialization areas.

Program Structure

Students are required to complete a total of thirty-six credit hours, comprising twelve (12) courses in order to graduate. Of these, nine (9) courses are core business courses, and three (3) courses are electives/specialization. Students can specialize in one of the specialization areas and they are free to choose the remaining three (3) courses from any area or from a list of specialization electives.

Students who wish to pursue a general MBA may choose three (3) courses from any area(s) of their choice.

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.

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: Not required but additional scholarship will be given for those with high scores

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	27 Credits	<ol style="list-style-type: none"> 1. Students are required to take Managerial Skills, Marketing Management, Business Economics, and Financial Management during their first semester. 2. Students are required to take Management Information Systems (MIS) and Strategic Management, and Accounting & Decision Making during their second semester. 3. Students are required to take two core courses of Operation Management, and an elective during the Summer semester and last course of Operations Management and an elective during the Winter semester.
2. Specialization	9 Credits	<ol style="list-style-type: none"> 1. Students opting to specialize in an area should take these 6 credits from one of the three specialization areas (Marketing, Financial Management & International Business) in the second semester and one last specialization course in Winter semester. 2. Students opting for a General MBA may take these 9 credits from any specialization area.
Total	36 Credits	

Core Curriculum

Required Credits: 36

First Year

Code	Course Title	Credit	Code	Course Title	Credit
BUS503	Managerial Skills	3	INF500	Management Information Systems	3
MKT500	Marketing Management	3	BUS611	Strategic Management*	3
FIN501	Financial Management	3	FIN500	Accounting & Decision Making	3
BUS509	Business Economics	3		Specialization Elective	3

Summer & Winter Semesters

Code	Course Title	Credit	Code	Course Title	Credit
MIB601	International Business in Asia	3	BUS508	Operations Management	3
	Specialization Elective	3		Specialization Elective	3

Notes: *capstone course

COURSE DESCRIPTIONS

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

This course is a prerequisite for: None

BUS Operations Management

508

Prerequisites: **Statistics**

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

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

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.

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

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.

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

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.

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

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. Students will also learn the appropriate management practices and behaviors in these major economic blocks of Asia so that they can adapt to the context.

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization

This course is a prerequisite for: None

BUS Strategic Management

611

Prerequisites: **Economics, Ethics**

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: Core Course

**BUS
509**

Business Economics

Prerequisites: **None**

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

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

MBA SPECIALIZATION COURSES – MANAGEMENT

MIB 605B Global Strategic Management

Prerequisites: **None**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

MIB 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.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

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.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

BUS Project Management

640

Prerequisites: **None**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

MBA SPECIALIZATION COURSES – FINANCE

FIN Investment Analysis

601

Prerequisites: **FIN501**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

FIN Mergers & Acquisitions

602

Prerequisites: **FIN501**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

FIN Corporate Finance

609

Prerequisites: **FIN501**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

FIN Financial Markets and Institutions**613**Prerequisites: **None**

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

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization

This course is a prerequisite for: None

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

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

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization

This course is a prerequisite for: None

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

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

Credit Hours: 3

Course Delivery: Classroom

Group: Specialization

This course is a prerequisite for: None

MBA SPECIALIZATION COURSES – MARKETING

MKT Consumer Behavior and Decision Making

602

Prerequisites: **MKT500**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

MKT Marketing Strategy

613

Prerequisites: **MKT500**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

MKT Marketing Communications and Advertising

615

Prerequisites: **MKT500**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

MKT International Marketing

616

Prerequisites: **None**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

MKT Marketing Research

617

Prerequisites: **MKT500**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

MKT Special Topics in Marketing

635

Prerequisites: **None**

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

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None

MKT Marketing Analytics

610

Prerequisites: **None**

The primary objective of this course is to provide students with foundational knowledge and a basic skill set required for a market analyst. This course objective is aligned mainly with “Creative Management Foundation”, one of the Solbridge’s five mission-based goals. It is also supplemented by a variety of real-world examples used in class lectures.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Specialization

This course is a prerequisite for: None