
Bachelor of Business Administration (BBA)

UG Course Description Guides

BOSTON LONDON DUBAI

Sample Program Structure*

YEAR 1	Brand Challenge	Leading for Social Impact Challenge
	Financial Accounting Macroeconomics Marketing	Managerial Accounting Data Analytics Leadership & Organizational Behavior
	Skill/Career Course Skill/Career Course	Skill/Career Course Skill/Career Course
	Enrichment Elective	Enrichment Elective
	Coaching	
YEAR 2	Investment Challenge	Start-up Challenge
	Macroeconomics Finance Strategy	Business Analytics Operations & Supply Chain Management Entrepreneurship
	Skill/Career Course Skill/Career Course	Skill/Career Course Skill/Career Course
	Enrichment Elective	Enrichment Elective
	Coaching	
YEARS 3 & 4	Electives or Internship	Electives or Internship
		Capstone Project
	Coaching	

*Reflects the academic experience of a first-year university student. Individual timelines and courses may differ depending on transfer credits.

Core Challenges

Brand Challenge

In this challenge, you'll take on the role of consultant, collaborating with real organizations to solve complex business problems. Under the supervision of faculty, you'll work on projects ranging from market entry strategies to process optimization, leveraging your academic knowledge in strategy, operations, finance, and marketing to deliver impactful recommendations. The challenge encourages you to approach problems with an interdisciplinary mindset, recognizing that business problems rarely fit into isolated functional silos.

Leading for Social Impact Challenge

This challenge asks you to address social issues by designing and implementing solutions that have a positive impact on communities or organizations. Working alongside non-profits, social enterprises, and other mission-driven partners, you'll explore problems such as poverty alleviation, education, sustainability, and public health. The challenge emphasizes the application of interdisciplinary knowledge to create solutions that are not only practical but also scalable and sustainable.

Investment Challenge

Step into the role of investor, managing real or simulated investment funds to make strategic decisions that maximize returns while managing risk. Throughout the challenge, you'll apply financial theories and models to real-world investment scenarios, while gaining insights from industry professionals. The culmination of the challenge will be a final pitch, where your team will present your investment strategies and results to a panel of experts, simulating the investor-client relationship.

Start-up Challenge

In this challenge, you'll launch your own businesses, working in a team to go through the entire entrepreneurial process. You'll apply interdisciplinary knowledge in areas such as marketing, finance, operations, and entrepreneurship to design a business plan, create a minimum viable product (MVP), and establish a go-to-market strategy. Alongside faculty mentors and industry experts, your team will navigate the challenges of funding, scaling, and positioning a new business.

Core Courses

Financial Accounting

This course offers a comprehensive introduction to the fundamental principles of financial accounting. It focuses on developing an understanding of double-entry rules and the application of GAAP or IFRS in the preparation of key financial statements. These financial statements are essential tools used to assess the profitability and overall value of business enterprises. They serve as a crucial source of information for business owners, managers, and investors, who rely on them to make informed decisions regarding resource allocation and cash flow management. Throughout the course, students will explore the significance of financial accounting within organizations and gain insights into the conventions and principles that govern accounting practices. They will develop essential skills in recording business transactions, making period-end adjustments, and compiling a complete set of final accounts for a business entity. In addition to mastering the mechanics of financial statement preparation, students will also be introduced to the fundamentals of financial statement analysis, enabling them to interpret and evaluate financial data effectively. By the end of the course, students will have a solid foundation in financial accounting, equipping them with the knowledge necessary to navigate financial reports and contribute to business decision-making. The ability to analyze financial information and understand accounting conventions will not only enhance their comprehension of business operations but also prepare them for more advanced studies in accounting and finance.

Microeconomics

This course explores the fundamental principles that shape individual and business decision-making in a world of scarce resources. Students will learn how consumers and firms interact in markets, how prices are determined, and how incentives influence behavior. Key topics include supply and demand, elasticity, production and costs, market structures, and the role of government in addressing market failures. Through real-world applications, case studies, and problem-solving exercises, this course equips students with analytical tools to better understand everyday economic choices and evaluate policy debates.

Marketing

This course provides a comprehensive introduction to marketing by exploring fundamental concepts, strategies, and real-world applications. It covers essential topics such as consumer behavior, segmentation, branding, pricing, digital marketing, relationship marketing, and integrated marketing communications. Students will develop an understanding of how marketing creates value for consumers and businesses while also addressing the role of AI and digital transformation in modern marketing practices. The course will emphasize practical applications through case studies, discussions, and industry insights, preparing students to analyze marketing strategies and apply them in real-world business scenarios.

Managerial Accounting

This course explores the fundamental principles and applications of Management Accounting, a crucial discipline that provides managers with the financial information necessary to make informed decisions, enhance performance, and guide the strategic direction of an organization. Unlike financial accounting, which focuses on external reporting, management accounting is specifically designed to support internal decision-making, helping businesses operate efficiently and effectively. The course is structured into three key sections, each building progressively on the previous one. The first part introduces the core concepts of management accounting, offering insights into its role in business decision-making and the importance of relevant cost concepts. The second section delves into the processes of identifying, measuring, and allocating costs, equipping students with the analytical skills needed to assess financial data for short- and medium-term decision-making. The final section focuses on planning, budgeting, and control, emphasizing the importance of forecasting, resource allocation, and performance evaluation in achieving organizational objectives. By the end of the course, students will have a strong foundation in management accounting, enabling them to analyze cost structures, develop budgets, and implement effective control mechanisms. This knowledge is essential for those aspiring to managerial roles, as it empowers them to make strategic decisions based on accurate financial information, ensuring sustainable growth and operational efficiency within their organizations.

Introduction to Data Analytics

This course introduces fundamental concepts in data analytics, including data collection, cleaning, visualization, and statistical analysis. Students will learn how to organize, interpret, and apply data-driven insights to business decision-making. Topics include exploratory data analysis, probability, hypothesis testing, regression, and visualization techniques using tools such as Excel and Python. The course emphasizes hands-on learning through real-world datasets and projects.

Leadership & Organizational Behavior

In today's rapidly evolving business landscape, leaders must navigate globalization, shifting stakeholder expectations, ethical dilemmas, and emerging technologies while maintaining strategic focus. This course provides students with the foundational knowledge and analytical tools needed to assess external and internal business environments, formulate competitive strategies, and manage organizations effectively. Students will explore how businesses respond to competitive pressures, balance stakeholder demands, and structure their organizations for efficiency and adaptability. They will examine leadership dynamics, organizational culture, human resource management, and ethical decision-making in a global context.

Case studies, discussions, and simulations will challenge them to think critically about business strategy, cross-cultural management, and the role of AI in shaping the future of leadership. Through this process, students will gain a deeper understanding of how organizations operate in complex environments and what it takes to make informed, ethical, and strategic decisions in leadership roles. This course is designed to be taken alongside Managerial Accounting and Business Analytics as part of an integrative module, culminating in a real-world business challenge focused on social impact and responsible leadership.

Macroeconomics

An introduction to the foundational concepts and key themes of Macroeconomics. It complements the Principles of Microeconomics course. The purpose is to enable students to think about the economic environment as a whole, and to grasp the logic and implications of macroeconomic policy. Students study key macroeconomic indicators and how they relate to each other; key aspects of macroeconomic policy; major macroeconomic trends, fluctuations, and problems (such as inflation and unemployment).

Finance

A strong understanding of financial markets, institutions, and decision-making processes is essential for managing any modern corporation effectively. This course provides students with a broad foundation in finance, equipping them with knowledge of the industry's key participants, the financial environment, and the principles that guide investment, financing, and financial management decisions. By exploring these fundamental aspects, students will gain insights into the interconnected nature of financial markets and their role in the broader economy. Throughout the course, students will develop an understanding of how financial institutions such as banks and insurance companies operate, including the regulatory frameworks that govern them. They will explore the functions of different financial markets and examine the role of various financial instruments, including money market tools. Additionally, students will learn essential financial calculations, such as the time value of money and the present and future value of cash flows, which are crucial for making informed investment and financing decisions. The course also introduces students to the workings of bond and equity markets, providing them with an understanding of pricing, valuation, and investment risk and return. They will explore capital budgeting techniques and project evaluation methods to assess business investments effectively. Furthermore, students will learn how operational and financial leverage impact a company's profitability and how to measure these effects accurately. By the end of the course, students will be well-prepared to navigate financial markets, analyze investment opportunities, and apply financial principles to real-world business scenarios.

Business Strategy

"The Business Strategy" provides an introduction to the core principles of strategic thinking and decision making in business and organizations. Students will explore key frameworks, including competitive analysis, industry positioning, resource-based strategy, and corporate advantage. Through case studies and real-world applications, the course emphasizes critical thinking and problem-solving skills essential for formulating and implementing effective strategies. Suitable for students interested in management, consulting, and entrepreneurship, this course lays the foundation for understanding how organizations achieve and sustain competitive success.

Business Analytics

This course provides a comprehensive introduction to the key mathematical, statistical, and computational techniques used in Business Analytics. Students will explore the SEMMA approach and the Data Science process, gaining hands-on experience with Python for data analysis. The course covers univariate, bivariate, and multivariate analysis, along with essential statistical methods such as confidence intervals, hypothesis testing, ANOVA, and chi-square tests. Learners will apply regression techniques, including simple and multiple linear regression, interpreting coefficients, p-values, standardization, and outlier detection. The course also introduces logistic regression and nonparametric tests. Through real-world datasets, students will develop the ability to compare means, proportions, and variances between populations, leveraging statistical tools to drive business insights. By the end of this course, students will be equipped with Python and Excel skills to implement these statistical techniques effectively. The module concludes with a recap, practical application clinic, and a preview of advanced Business Analytics (BAN) topics to prepare students for further studies.

Operations & Supply Chain Management

Efficient operations and well-managed supply chains are the backbone of successful businesses, ensuring products and services are delivered at the right time, cost, and quality. This course provides a comprehensive understanding of operations and supply chain management, covering key principles, strategies, and tools that drive efficiency, competitiveness, and sustainability. Students will explore core operations management concepts, such as process design, capacity management, and quality control, while also analyzing supply chain strategies, including inventory management, strategic sourcing, and Just-in-Time (JIT) approaches. Emphasis will be placed on real-world applications, from manufacturing and service industries to modern global supply networks. By the end of the course, students will be equipped with the knowledge and skills to design, analyze, and improve operations and supply chains, preparing them for roles in logistics, production planning, procurement, and process optimization in a rapidly evolving global business environment.

Entrepreneurship

This foundational course immerses students in the fundamentals of entrepreneurship, equipping them with the knowledge and tools to identify, evaluate, and develop business ventures. It examines multiple business types-small businesses, startups, and family enterprises-highlighting their distinctive characteristics, challenges, and growth trajectories. Students cultivate an entrepreneurial mindset, learning to spot market opportunities and conduct customer discovery to validate business ideas. The course emphasizes ideation and structured techniques, guiding participants from broad concepts to potential ventures. Adopting the Lean Startup methodology, learners practice iterative problem validation, solution development, and experimental testing. They also develop and refine business models using key frameworks like the Lean Canvas and Business Model Canvas, analyzing customer segments, value propositions, revenue models, and financial sustainability. Emphasis on value creation and capture ensures students understand how enterprises generate and sustain profitability. Interactive and practical learning activities-case studies, discussions, and hands-on exercises enhance comprehension and application. By the course's conclusion, students will possess a solid entrepreneurial foundation, empowering them to assess opportunities, construct structured business models, and make informed decisions about launching new ventures.

Skills/Career Courses

Collaboration

Collaboration is an essential competency in contemporary academic, professional, and organizational environments. This highly experiential course focuses on hands-on learning through interactive exercises, simulation work, and dynamic team projects. Students will engage in a range of activities that develop practical skills in communication, teamwork, conflict resolution, and leadership. Emphasizing applied learning over theoretical study, the course will challenge students to navigate complex team dynamics, foster inclusive collaboration, and leverage collective intelligence to achieve common goals. By the conclusion of this course, students will have the practical tools and strategies necessary to excel in collaborative settings.

Communication (Oral)

This interactive course equips students with the confidence and skills to communicate effectively in professional and personal settings. Through hands-on activities, discussions, and real-world applications, students will refine verbal and nonverbal communication, adapt messages for different audiences, and develop active listening and questioning techniques. They will also learn to overcome common barriers like nervousness and misunderstandings while practicing presentations, role-playing, and peer feedback. By the end of the course, students will be prepared to speak with clarity, confidence, and impact in meetings, interviews, and daily conversations.

Communication (Writing)

The skill of written communication is crucial for academic, professional, and personal success. This highly practical course focuses on developing clear, concise, and impactful writing. Through interactive exercises, peer feedback, and iterative revision, students will refine their ability to craft compelling arguments, structure ideas effectively, and adapt their writing to diverse audiences and contexts. Emphasizing clarity over complexity, this course equips students with tools to enhance their writing process, strengthen their critical thinking, and build confidence in their written expression. By the end of the course, students will be proficient in producing coherent, persuasive, and purposeful writing.

Foundation of Career Success

This course introduces students to the foundational skills necessary for career exploration, professional development, and the job search process. Students will learn how to research industries, develop strong application materials, build a personal brand, and establish professional communication habits. Through hands-on exercises, they will create resumes, LinkedIn profiles, and a Professional Development Plan (PDP) to guide their early career growth.

Learning to Learn

The ability to learn effectively is a foundational skill that influences academic, professional, and personal success. This highly experiential course explores practical techniques for enhancing learning, retention, and critical thinking. Through interactive exercises, self-reflection, and applied practice, students will develop personalized strategies to improve focus, motivation, and problem-solving. Emphasizing active learning over passive consumption, this course equips students with tools to adapt to new challenges, refine their cognitive skills, and foster a mindset of continuous growth. By the end of the course, students will be empowered with strategies to become more effective and autonomous learners.

Critical Thinking

In today's rapidly changing world, the ability to think critically is more essential than ever. With the constant influx of information, it's crucial to discern what's accurate and reliable. This course is designed to equip students with the skills to analyze information objectively, recognize biases, and make well-informed decisions. By understanding logical reasoning, evaluating evidence, and effectively using tools like artificial intelligence, students will be better prepared to navigate the complexities of modern life. Developing these critical thinking skills not only enhances academic performance but also fosters personal growth and adaptability in an ever-evolving world.

Creative Thinking

Creative thinking is a vital skill for success in an era of constant innovation. This highly interactive course explores techniques for generating ideas, solving problems, and thinking beyond conventional boundaries. Through hands-on exercises and collaborative projects, students will develop their ability to approach problems with flexibility, curiosity, and originality. Emphasizing experimentation and adaptability, this course provides students with practical tools to cultivate creativity, challenge assumptions, and develop innovative solutions. By the end of the course, students will be equipped with strategies to enhance their creative potential and apply it across academic, professional, and personal contexts.

Advanced Career Strategies

This course builds on the fundamentals learned in Careers 1, focusing on advanced career research, strategic job searching, and professional branding. Students will refine their resumes and LinkedIn profiles, strengthen their networking skills, and develop expertise in interviewing and negotiation. The course also emphasizes long-term career planning through an advanced Professional Development Plan (PDP).

Sample Major/Minor Electives

Marketing

Digital & Social Media Marketing

Collaboration is an essential competency in contemporary academic, professional, and organizational environments. This highly experiential course focuses on hands-on learning through interactive exercises, simulation work, and dynamic team projects. Students will engage in a range of activities that develop practical skills in communication, teamwork, conflict resolution, and leadership. Emphasizing applied learning over theoretical study, the course will challenge students to navigate complex team dynamics, foster inclusive collaboration, and leverage collective intelligence to achieve common goals. By the conclusion of this course, students will have the practical tools and strategies necessary to excel in collaborative settings.

Luxury Marketing in the Digital Age

This course is tailored to inspire strategic thinking and creativity, preparing students to shape the future of the luxury and beauty industries. The luxury industry is defined by its exclusivity, discerning audiences, and unique marketing challenges. Over the past decade, globalization, technological innovation, shifting consumer preferences, and economic pressures have transformed the luxury and beauty sectors. These changes require a sophisticated understanding of how to navigate this dynamic landscape while preserving the timeless appeal of luxury. This course offers a comprehensive marketing management perspective tailored to the luxury and beauty industries. Students will explore key marketing concepts and their application to real-world scenarios, gaining insights into how industry leaders create competitive advantages and drive sustainable value in luxury and beauty industry. Through case studies, interactive discussions, and hands-on activities, the course bridges theory and practice, delving into the strategies of established heritage brands and innovative emerging disruptions, especially AI, and other technologies. Designed for aspiring professionals and enthusiasts alike, this course provides the tools and knowledge to excel in crafting and managing luxury experiences in today's global market. The course is intended to be a gateway to mastering luxury and beauty marketing.

Finance

Corporate Finance

This course provides an in-depth exploration of corporate finance, emphasizing the financial decision making processes that businesses undertake in managing their financial resources. Since every corporate decision carries financial implications, understanding how businesses evaluate investment opportunities, manage funding, and optimize capital structures is essential. The course begins with an examination of the corporate finance environment, where students will explore the role of financial markets, business funding, and fundamental valuation principles.

They will develop a strong foundation in the time value of money, discounting techniques, and asset valuation, including the pricing of bonds and stocks. Building on these principles, students will delve into capital investment decisions, where they will analyze capital budgeting techniques such as Net Present Value (NPV), Internal Rate of Return (IRR), and other investment criteria. They will also learn to project and evaluate free cash flows and assess project risks using financial models. The course then shifts to capital structure and dividend policy, focusing on how firms balance debt and equity financing, determine the cost of capital (WACC), and make decisions regarding dividend payouts and share repurchases. The final section of the course explores international corporate finance, mergers and acquisitions, and initial public offerings (IPOs), offering insight into financial strategies within a globalized business environment. Through practical exercises, case studies, and real-world applications, students will gain the analytical skills and financial knowledge necessary to assess corporate financial performance, make strategic investment decisions, and understand the complexities of corporate financial management in a dynamic economic landscape.

Financial Derivatives

This course provides an in-depth exploration of derivative securities, focusing on their mechanics, valuation, and strategic applications in financial markets. Derivatives play a crucial role in modern finance, offering investors and corporations tools to hedge risk, speculate on price movements, and enhance portfolio performance. The course begins with an introduction to derivatives, examining their fundamental characteristics and importance in global markets. It delves into the mechanics of futures markets, explaining how futures contracts are structured, traded, and used for risk management. Students will learn how to develop hedging strategies using futures, gaining insights into managing price fluctuations in commodities, interest rates, and financial assets. A significant portion of the course focuses on the valuation of derivative instruments. Students will explore methods for valuing forward and futures contracts, with special attention to interest rate futures and their impact on financial decision making. The course then shifts to options markets, covering the mechanics of options trading, the properties of stock options, and various trading strategies involving options. Advanced valuation techniques such as the binomial tree model and the Black-Scholes-Merton model will be introduced to determine option pricing under different market conditions. Beyond standard derivatives, the course examines exotic options, swaps, and credit derivatives, providing insights into complex financial instruments used for advanced risk management and speculation. By the end of the course, students will have a comprehensive understanding of derivative markets, pricing models, and their applications in trading, hedging, and investment strategies in real-world financial environments.

Management

Change Management

This course prepares students to lead, manage, and respond to change in complex organizational environments. In an era shaped by globalization, innovation, regulation, and shifting stakeholder expectations, change is constant and managing it well is essential. Students will explore why change efforts often fail, what enables success, and how different models and tools - including classic models (Kotter's 8 Steps, Lewin's Force Field Analysis) and contemporary frameworks such as AD KAR, McKinsey's 7S, and the Change Kaleidoscope - can be used to plan, guide, and communicate change initiatives. Emphasis is also placed on the human side of change: the emotional and psychological factors that shape resistance and support, and the importance of culture, communication, and leadership in navigating uncertainty. Students will analyze global case studies, apply frameworks to practical challenges, and collaborate with peers on a project designed to mirror contemporary organizational change work. Regardless of their future role (consultant, team leader, or entrepreneur) students will leave the course better equipped to think critically, act ethically, and lead change with confidence.

Advanced HRM: Managing People During Crisis

In today's dynamic business environment, organizations must adeptly navigate macro-level turbulence and crises occurring in the external business environment to ensure success. This course delves into the multifaceted challenges faced by leaders, managers and HR professionals during such times, emphasizing the critical role each plays in supporting both the organization and its workforce. Students will explore the impact of economic crises on employees, examining adverse working conditions, organizational citizenship behaviors, and employee solidarity. The course also addresses the complexities of employee voice and silence in prolonged crisis contexts, strategies for rewarding employees in turbulent economies, and methods to combat toxic workplace cultures from an HR perspective. Additionally, it covers the rise of non-traditional workers, gendering regimes in developing economies, and the challenges of managing remote workers and digital nomads. The curriculum further investigates how organizations can promote mental health and well-being at work, creating psychological safety, and effectively manage restructuring, reorganization, and redundancies. By focusing on developing effective line managers and understanding the role of organizational leaders in turbulent times, this course equips students with the knowledge and skills necessary to navigate and lead through the macro-challenges.

Entrepreneurship

Family Business

Family businesses are among the most enduring and influential contributors to the global economy, yet they face unique challenges in governance, succession planning, wealth management, and innovation. As industries evolve due to digital transformation, AI-driven decision-making, and sustainability imperatives, family businesses must adapt to remain competitive across generations. This course provides a comprehensive understanding of family business strategy, estate and trust planning, family office structures, and intergenerational wealth management. Students will explore how succession planning, governance models, and financial management strategies influence long-term success. They will also examine investment strategies, risk management, and the role of philanthropy and ESG (Environmental, Social, and Governance) frameworks in sustaining family enterprises. Through real-world case studies, AI driven simulations, and hands-on consulting projects, students will develop the skills to navigate family business complexities, foster innovation, and create sustainable multi-generational enterprises. The course also explores conflict resolution, gender and diversity dynamics, estate tax structuring, and digital disruption, equipping students with a holistic and future-focused perspective on managing family enterprises in the 21st century.

The Science of Negotiation & Deal-Making for Entrepreneurs

This course blends negotiation psychology, deal structuring, and financial modeling to help students master high-stakes negotiations with investors, partners, and customers. It includes simulations, real world negotiations, and case studies from high-growth startups.

Business Analytics

Managing Structure Data with SQL

This course provides a structured and hands-on approach to mastering SQL and relational database management. Students will learn to design, query, and optimize structured databases while understanding key relational database principles, including entity-relationship modeling, normalization, indexing, and transaction management. The curriculum covers SQL fundamentals (DDL & DML), advanced querying techniques (joins, subqueries, window functions), and automation tools (stored procedures, triggers, and transactions). Students will also explore database performance optimization, concurrency control, and multi-user database management to enhance real-world applicability. By the end of the course, students will be proficient in SQL query writing, schema design, and database performance tuning. They will gain hands-on experience in extracting business insights, ensuring data integrity, and managing structured data efficiently for diverse applications, from enterprise systems to business intelligence and analytics.

Big Data and Cloud Computing

This course builds on foundational knowledge in machine learning and structured data analytics to explore the transformative role of big data technologies and cloud computing in modern business environments. Designed as a progression from introductory analytics and AI courses, it equips students with the tools and frameworks needed to scale data-driven decision-making in high-volume, complex, and real-time contexts. Students will examine how organizations use cloud-based infrastructures and distributed computing platforms such as Hadoop and Spark to process and analyze large-scale datasets. The course emphasizes applied techniques in predictive analytics, personalization, segmentation, and real-time analytics through a blend of case studies and hands-on projects. Key topics include recommendation systems, sentiment analysis, and streaming analytics, all taught with a focus on business value. Practical application is paired with critical discussions of data ethics, governance, and the implications of AI at scale. Students will also explore the architecture of modern data ecosystems and understand how cloud services (e.g., AWS, Azure, Google Cloud) integrate with AI workflows to support scalable and agile decision-making. By the end of the course, students will be able to design and implement big data strategies that connect advanced analytics with business objectives. They will develop the confidence to apply these tools in real-world settings and lead data-driven initiatives across industries. This course builds on foundational knowledge in machine learning and structured data analytics to explore the transformative role of big data technologies and cloud computing in modern business environments. Designed as a progression from introductory analytics and AI courses, it equips students with the tools and frameworks needed to scale data-driven decision-making in high-volume, complex, and real-time contexts.

Economics

The World Economy

This course introduces the contemporary world economy from a political economy perspective. It explores the international dimensions of macroeconomics alongside the comparative political economy of national systems. Students will examine how globalization, trade, and finance shape economic interdependence, and how different models of capitalism influence policy choices and outcomes. The course emphasizes the interaction of politics and economics in explaining both global dynamics and national diversity.

Intermediate Microeconomics: Theory & Application

This course provides a deeper exploration of microeconomic theory, focusing on how individuals and firms make decisions and interact in markets. Building on introductory concepts, it emphasizes applied techniques and analytical tools for understanding consumer behavior, production, costs, market structures, and strategic interaction. Students will develop the ability to apply theoretical models to real world economic problems and policy issues.

Design

Adobe for Business Creativity

This 14-week elective course introduces business students to Adobe Creative Suite as a powerful tool for branding, marketing, and entrepreneurial ventures. Through hands-on learning, students will explore key design principles and develop essential skills in Photoshop, Illustrator, and InDesign. The course begins with an introduction to design fundamentals, followed by in-depth training in image manipulation, vector graphics, and page layout. Students will then extend their knowledge to illustration, animation, and social media applications, learning how to craft compelling visual content for digital marketing. In the final phase, students will apply their skills to develop a creative branding and marketing campaign using Adobe tools. They will showcase their work in a final project, preparing them for career opportunities in marketing, design, and entrepreneurship. By the end of the course, students will be equipped to present ideas effectively, enhance brand identity, and attract investment through visually engaging storytelling.

The Art of Attention: Creativity in Advertising & Marketing

This course equips students with the skills to break through the noise of today's crowded marketplace. This course explores opportunity recognition, teaching students how to identify gaps in the creative market and develop compelling propositions that resonate with diverse audiences. By analyzing successful UK, US, and international campaigns, students will learn what makes brands memorable and how creativity fuels commercial success. From concept to execution, students will gain hands-on experience in transforming ideas into full-scale marketing campaigns. They will explore techniques in storytelling, visual communication, and innovative branding strategies to craft advertising that captivates and engages. The course will also cover cross-cultural marketing considerations, helping students tailor their creative approaches for different global audiences. By the end of the course, students will have developed a portfolio-ready campaign, preparing them for careers in advertising, branding, and strategic marketing.



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