

**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

# Global One-Year MBA

---

Program Guide



---

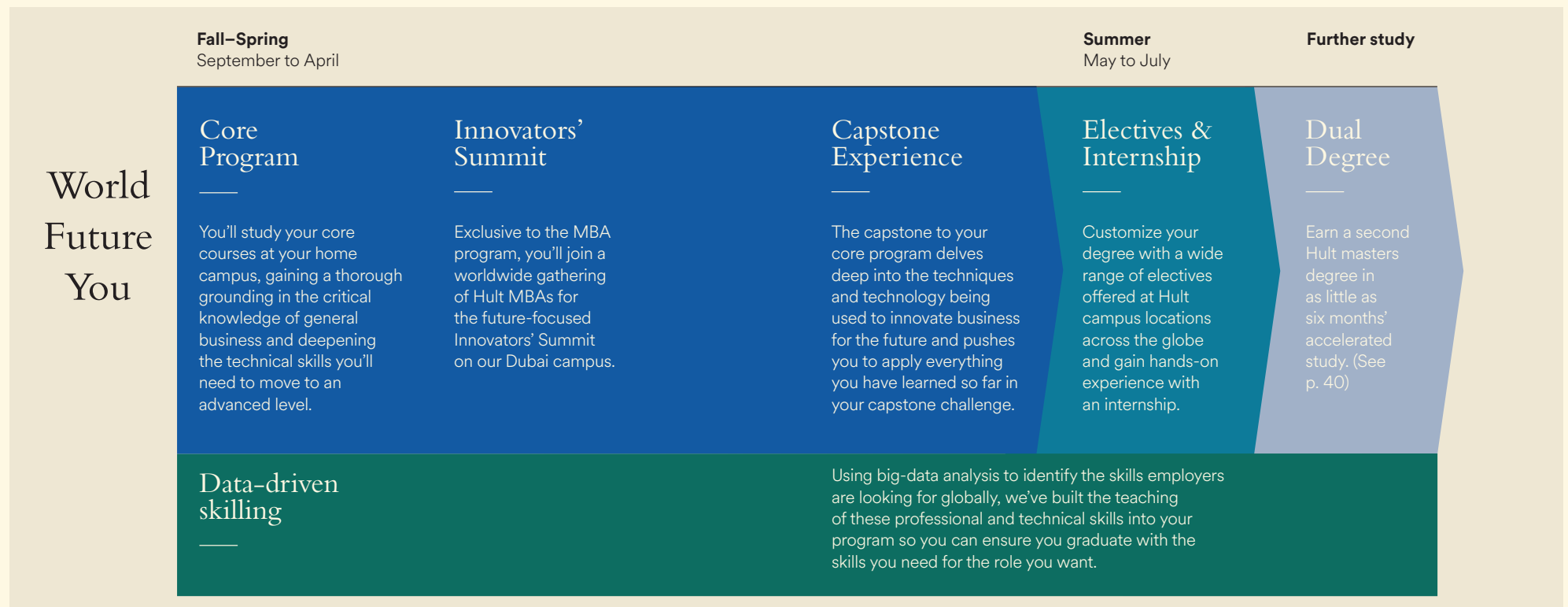
# Contents

This intense one-year program is a transformative experience that will challenge you to go beyond business to learn about the world, the future, and yourself. Customize a practical curriculum to suit your interests and goals.

- 4 Program overview
- 6 Core courses
- 8 Immersion: Leadership I
- 10 Leadership II
- 12 Organizational Behavior
- 14 Accounting
- 16 Financial Management
- 18 Operations
- 20 Marketing
- 22 Data & Decisions
- 24 Strategy
- 26 Business & Global Society
- 28 Managerial Economics
- 30 Capstone Experience
- 32 Innovators' Summit
- 34 Electives
- 38 Internships
- 40 Dual Degree
- 42 Clubs & Societies
- 44 Sample week

## Your year at a glance

You'll go beyond business to study every topic through a global lens, master working cross-culturally, discover the technologies shaping our future, and develop the deep self-awareness needed to lead effectively and with confidence.





## Core courses

As the foundation of your program, you'll study core courses through fall and winter on your home campus before elevating your learning with electives at any or all of Hult's global campuses.

### **Immersion: Leadership I**

Your program begins with a total immersion into Hult's uniquely practical approach to education that will set you on the right path for the year ahead.

### **Leadership II**

Build on the skills introduced during Immersion and hone your powers of communication, negotiation, and persuasion.

### **Organizational Behavior**

Explore the psychological and sociological foundations of individual and group behavior in global organizations.

### **Accounting**

Examine the framework of accounting principles as well as the available methods of accounting to measure, analyze, and report economic events for internal organizational purposes.

### **Financial Management**

Develop the financial and logical skills to understand and discuss financial policy in a global economy.

### **Operations**

Develop an understanding of operations management in both service and manufacturing organizations, with an emphasis on international operations.

### **Marketing**

Come to grips with the processes involved in the marketing lifecycle from a managerial perspective, focusing on international marketing contexts.

### **Data & Decisions**

Place yourself at the intersection of statistical analysis and business knowledge to make meaningful, impactful contributions to any business.



Dr. Mark Esposito leads a Managerial Economics class at the San Francisco campus.

### **Strategy**

Develop a deep understanding of the challenges top management in today's corporations face when implementing corporate and global strategy.

### **Business & Global Society**

Explore the economic, social, and political context of global business and identify the institutional frameworks that shape the wider context of business.

### **Managerial Economics**

Study the analytical foundations essential to rigorously address key issues in competitive strategy, marketing strategy, and related fields in order to make better strategic decisions.

### **Capstone Experience**

Delve deep into the techniques and technology being used to innovate business for the future and apply everything you have learned so far in your capstone challenge.

### **Innovators' Summit**

Join a worldwide gathering of Hult MBAs for the future-focused Innovators' Summit at the Dubai campus.

Hult students are culturally curious global citizens and, as such, we expect you to be proficient in at least two languages. If you don't yet speak a second language, you'll be offered mandatory language classes on campus.



## Immersion: Leadership I

To commence your leadership development, you'll begin the program with a total immersion into your own psyche. Through a research-based approach combining practical applications, dynamic simulations, relationship building, coaching, and 360° feedback, you'll gain deep insight into your strengths and development areas. You'll map these against what we call the “Hult DNA”—the data-driven skillset that the marketplace most values in trained business professionals. This sets a firm foundation for your future growth and also forms the basis of your Personal Development Plan—your path to truly effective leadership.

### Key topics

Growth Mindset & Hult DNA

Emotional Intelligence

Interpersonal  
& Cross-Cultural Communication

Coaching Skills

Setting Goals & Personal  
Development Plan



Students in Boston present their strategic responses to a team challenge with General Mills.



### FACULTY INSIGHT

#### Amanda Nimon-Peters, PhD

Australian  
Data Science & Leadership  
Hult Research Fellow

Behavioral scientist Amanda started university at age 16 and went on to earn a masters and PhD from the University of Cambridge. Since then, her extensive corporate career includes ten years in sales and marketing research at P&G as well as launching and running her own consultancy whose clients included LG, Cisco, HSBC, and Shell. Her current research covers several topics including behavioral change techniques for leadership development at all management levels as well as the effects of leaders' ethical choices on the communities in which those leaders operate.

“Knowledge and skills are integrated into one very intensive year that transforms you from top to bottom. My way of thinking has changed completely. One day you look at yourself and realize how different you are in every single thing that you now do.”

#### Karen Khachatryan

Armenian  
Hedge & PE Funds  
Accounting Supervisor  
JP Morgan Chase & Co.  
Class of 2017

## Leadership II

---

Leadership II builds on the skills and topics introduced in Leadership I and specifically focuses on: communication, presentation and influencing skills, conflict management and negotiation skills, and self-awareness and personal understanding. You'll grow a deeper understanding and appreciation for the importance of a growth mindset, emotional intelligence, team building, and the impact that related practices will have on your business effectiveness and career.

---

### Key topics

Presentation Skills

Persuasion, Negotiation  
& Conflict Resolution

Creative & Critical Thinking

Team Productivity & Performance

Cross-Cultural Communication

Motivation & Engagement

---

---

“Once you have self-awareness, you’ll truly understand your strengths and weaknesses. This enabled me to create my road map of where I needed to be to achieve my goals as well as the confidence to take on the challenges ahead.”

---

### Luis M. Arreola

Mexican

Founder & CEO, Tweak Innovative Solutions

Class of 2013



### FACULTY INSIGHT

---

### Ali Fenwick, PhD

Dutch & British

Organizational Behavior

& Innovation Professor

Ali has 18 years in management consulting in telecommunications, FMCG, and pharma and is Founder & CEO of LEAD TCM&L™—a research-driven consultancy specialized in behavioral economics and consumer psychology. Ali says, “Hult is like a laboratory for students—it’s much more than just learning about theory and models. Most of my classes contain real-time experimentation, simulations, and elements of human psychology. The science shows that we are able to learn and remember more when we’re having fun.”

# Organizational Behavior

---

High-performing organizations are characterized by strategic alignment, adaptability, employee commitment, and employee accountability. In this course, you'll explore each of these characteristics as well as the tensions between them. Increase your understanding of relationships around you, and gain the tools to diagnose complex, multidimensional situations to decide upon courses of action from a managerial perspective.

---

## Key topics

---

Individual Perceptions & Differences

---

Inclusiveness, Diversity  
& Unconscious Bias

---

Cross-Cultural Communication

---

Motivating & Engaging Employees

---

Power, Politics, Leadership  
& Followership

---

Organizational Culture  
& Psychological Safety

---

Introduction to  
Change Management

---

---

Performance Management

---

Talent Management  
& Employee Development

---

Workplace Safety, Stress  
& Employee Well-Being

---

Impact of Technology on People  
& Performance

---

Expatriate Experience  
& Working Abroad

---

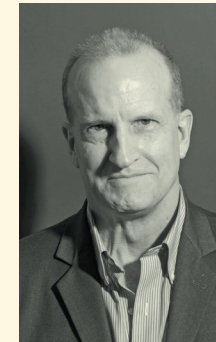
---

“Professor Sullivan is warm and friendly, yet tough on non-negotiable character traits like integrity, discipline, and kindness—attributes that have proven useful in my work life. He helped shape my life in the right direction and remains my favorite professor of all time!”

---

## Joy Chikezie Meregini

Nigerian  
PM of SAP Integration, SI Group  
Class of 2016



---

## FACULTY INSIGHT

### Thomas Sullivan

American  
Leadership Professor

Thomas has spent 20 years as a consultant, facilitator, coach, and lecturer on designing, leading, and implementing personal and organizational change efforts in distinct settings across the globe. For the past seven years, Thomas has developed, designed, and led teams to deliver leadership development programs as well as coached teams and managers at all levels of leadership at the World Bank, International Monetary Fund (IMF), International Finance Corporation (IFC), and Inter-American Development Bank (IDB). He is also President and co-founder of My City at Peace, an organization dedicated to creating peace in our cities.



# Accounting

---

Gain an accelerated introduction to the concepts and practices of financial and managerial accounting. From the financial perspective, you'll examine the recognition, measurement, and reporting of a firm's economic transactions within the framework of both U.S. and international accounting principles. From a managerial perspective, you'll focus on the use of accounting information to measure, analyze, and report economic events to inform internal decisions on cost behavior, reporting, budgeting, and activity-based costing.

---

## Key topics

Introduction to the Accounting  
Equation & Financial Statements

Reporting & Analyzing: Revenues  
& Receivables; Assets & Liabilities;  
Pensions, Taxes, Equity  
& Financial Investment

Statement of Cash Flows

Cost Behavior, Activity Analysis  
& Cost Estimation

Cost-Volume-Profit Analysis  
& Planning

Activity-Based Costing

Integrated Reporting

---

“Thanks to the accounting and finance classes at Hult, I was able to bring bookkeeping in-house and work with our vendors to trim a quarter of a million dollars off annual expenses—and reinvest in growing the firm and eliminating all our debt.”

---

## Eric Chast

American  
COO, Liberty Square Group  
Class of 2016



## FACULTY INSIGHT

## Aleksander Grzeszczak

Canadian & Polish  
Finance & Accounting Professor

Alek has extensive experience within the private equity and investment banking world, including 12 years as head of transaction execution at a mid-sized, emerging markets PE fund. Of his teaching style, Alek says: “I limit theory to the absolute minimum and focus on practical applications and experiential learning. I go after the ‘big picture,’ progressively breaking it down into manageable chunks, and relate topics to my own experience. I am quite loud and active in the classroom, and I think this attitude helps to keep students engaged—if perhaps moderately stressed!”

# Financial Management

---

In a market economy, financial management is often viewed as the integrating discipline of management. A primary objective of financial management in the United States is to create and preserve shareholder value or wealth. That is not the primary objective in many parts of the world. In this course you'll develop the knowledge, skills, critical-thinking abilities, and behaviors required of any manager. Although the main focus is on profit-seeking firms, much of what is learned has applicability for organizations in the not-for-profit and governmental sectors as well.

---

## Key topics

Financial Statement Analysis

Time Value of Money  
& Interest Rates

Bonds & Their Valuation

Risk & Rates of Return

Stocks & Their Valuation

The Cost of Capital

Capital Budgeting

Introduction to Firm Valuation

Investors & Sustainability

---

---

“The finance classes have given me the financial knowledge I was seeking to understand when a company is fiscally sound and to recognize the health of a company through its financials, as well as given me the tools to predict good investments.”

---

## Tracy Ebanks

American & Honduran  
Marketing Executive, Fitzrovia Finance  
Class of 2018



## FACULTY INSIGHT

---

## Larry Louie

American  
Finance, Accounting  
& Entrepreneurship Professor

Larry's extensive business experience has included: COO and Founder of Alibris, CEO at Peninsula Advisors, CFO of Norris, Beggs & Simpson, consultant at Bain & Co., and auditor at KPMG. Larry describes his teaching style as informal, interactive, technical, and patient. He uses a “flipped” approach in the classroom, based on discussion and problem solving, and is passionate about breaking down complex topics for all students.

# Operations

---

In this course, you'll address the supply of goods and services in a global economy. The fundamental focus is on understanding the best way to match supply and demand at any organization. You'll explore the strategic issues and the analytic tools for decision making including practical, process-based approaches to solving operations problems. The role of the manager and how to approach processes, cross-functional links, and the use of information systems and technology are emphasized.

---

## Key topics

---

Operations Strategy

---

Process Analysis

---

Capacity Planning

---

Inventory Management

---

Quality Management

---

Technology Management

---

Supply Chain Management

---

Lean Operations

---

Service Management

---

Cradle-to-Cradle Design

---

The Circular Economy

---

Human Rights in Global

---

Supply Chains

---

“The quality of teaching at Hult—and of my fellow students—was outstanding. In our operations class we had clear, real-world examples of applications of tools and methodologies to optimize effectiveness and reduce costs.”

---

## Emilio Zunino

Italian

Managing Partner, Maiora Solutions

Class of 2015



---

## FACULTY INSIGHT

## Kamesh Chivukula

American

Global Strategy & Operations

Adjunct Professor

Kamesh, a Yale MBA, brings to Hult a wealth of leadership, startup, and board experience including as Executive Partner for an international venture capital group and COO of Rea Magnet Wire. He loves motorcycles. In 2016, he went on a 17,000 mile, 51-day camping trip that took him across the United States and Canada, touching Alaska, the Atlantic, Arctic, and Pacific Oceans, as well as the Rockies, Appalachian, and Cascades mountain ranges.



# Marketing

---

Marketing is the interface between the company and the marketplace. Managers in all functional areas of business need an understanding of marketing fundamentals. Here, you'll look at the processes involved in the creation and delivery of customer value and satisfaction through communication, pricing, and distribution as well as the development of products and services. You'll explore both the theory and practice involved in the marketing process, the key to which is an understanding of business and consumer markets. All the topics in the course are discussed in an international context, including the unique issues that marketers face in global markets.

---

## Key topics

---

Market Research

---

Market Segmentation  
& Customer Analysis

---

Branding

---

PR & Traditional Media

---

Digital Marketing & Social Media

---

Pricing

---

Strategic Marketing

---

Channel Planning & Sales  
Enablement

---

Service Marketing, Customer  
Satisfaction & Loyalty

---

Marketing & Sustainable  
Development

---

---

“Professor David James just has a knack for teaching. He has a natural ability to build an instant rapport with anyone and is a master at imparting his knowledge in a confident yet humble manner.”

---

## Kenneth Fomunung

American

Founder & CEO, Enrich My Brand

Winner of “Best Social Media Influencer”  
award (Beauty Industry Awards Show  
& Gala, Trish Hill Foundation)

Class of 2015



## FACULTY INSIGHT

---

### David James

British

Marketing Professor

With 30 years' experience in advertising and as a startup consultant, David is also a globally renowned academic leader, having designed groundbreaking programs for leading business schools and been the Academic Director for Microsoft's EMEA Marketing Academy. David, who is a regular contributor to the *Financial Times*, *Le Monde*, the BBC, and CNN, says his classroom is a “high-energy environment where complex concepts are brought to life through stories, living cases, anecdotes, and industry guests.”

## Data & Decisions

---

Gain perspective on what research, data collection, and analysis can contribute to the decisions and priorities of business decision makers. You'll learn how to conduct original quantitative research and interpret findings accurately and appropriately. You'll then practice applying critical quantitative analysis to make better business decisions.

---

### Key topics

Quantitative Research in Business

Research Ethics

Introduction to Quantitative Data

Defining & Measuring a Valid Sample

Testing Hypotheses

Evaluating Patterns in Data &  
Relationships Between Variables

Predicting Outcomes Using Regression

---

---

“To succeed with data analytics, you need to be able to identify the point where business soft skills meet technical hard skills. Making good use of this combination is critical for effective business as well as problem solving.”

---

### Goke Olagbemi

Nigerian  
Class of 2019



---

### FACULTY INSIGHT

### Nabanita Talukdar

Indian  
Marketing & Data Analytics Professor

Nabanita spent a number of years in business development, conducting quantitative and qualitative analyses for L'Oréal, P&G, Merrill Lynch, and Actelion Pharmaceuticals. She has earned her DBA in Marketing and MS in Finance from Golden Gate University as well as an MBA at Tezpur Central University in India. Her classes include Marketing Analytics, Data & Decisions, Introduction to R, and Luxury Brand Marketing.

# Strategy

---

Strategic skills are a key asset for business leadership across business functions and seniority levels. Increasingly, companies expect their product managers, senior business analysts, and mid-level executives in diverse functions to possess the ability to think and act strategically without losing their agility. Here, you'll focus on the craft, the opportunities, and the challenges of developing strategies in these roles. You'll seek to answer the most basic strategic question: How do we best position and compete among significant uncertainty and ambiguity to maximize value created and profits made in a sustainable way?

---

## Key topics

The Changing Nature of Strategy

Markets & Buyers

The Evolution of Markets

Industry Analysis  
& Competitive Advantage

Strategic Moves

Strategic Resources & Capabilities

Strategic Agility

Analyzing the Value Chain

Strategic Innovation

Cross-Border Expansion Strategy

The Stakeholder Approach  
to Strategic Management  
& Creating Shared Value

---

“My strategy class helped me understand how a business can be quickly successful if it can tap into markets that have not been explored or with no competition. I also learned how to deal with multiple issues at the same time without losing focus on the big picture.”

---

## Victor Mabeia

Mozambican  
Managing Partner  
MainStreet Consulting  
Class of 2012



## FACULTY INSIGHT

## Isabelle Lescent-Giles, PhD

French & American  
Strategy & Family Business Professor

Isabelle's background is perfectly “Hult,” with her pure blend of academia and consulting weaving back over the last 20 years. She's taught at Oxford University, the Sorbonne, NYU, and USF as well as held consulting roles in the U.S. and Paris. Isabelle says, “I learned the importance of frameworks at McKinsey. Without solid data, you lack credibility and you make major mistakes. In strategy and leadership, there is no right or wrong decision. You have to make a call based on a deep understanding of an organization's values and resources and on new threats and opportunities in the external environment. I love watching students build a strong case for innovation and social impact and grow their confidence as decision makers.”



## Business & Global Society

---

In today's complex business environment, the need for enlightened, integrative, and ethical leadership is critical to the realization of strategic and organizational goals. Conventional, narrow value chains will increasingly be replaced with value webs that involve multiple types of systems, institutions, and stakeholders, which need to be understood and integrated to create value for both business and society. Here, you'll explore how well organizations navigate and integrate with overlapping systems in these different domains without diminishing the achievement of business goals.

---

### Key topics

The Purpose & Role of  
Business in Society

Socio-Economic Systems:  
Stakeholders, Institutions & Interests

Business & Economic Development

Global Trade & Foreign Investment

Global Finance & Its Crises

New Strategies & Business Models  
for Sustainable System Engagement

Global Environmental Institutions  
& Issues

Global vs. Local Internet  
Governance, Control & Ethics

Labor Relations & Social Justice

---

“Big corporates are becoming more perceptive and recognize that they need to relate their operations and decisions to society more and more. Business & Global Society is so important—it's the future of business.”

---

### Jairi Terpstra

Dutch

HR Talent Manager & Employer

Branding Lead Benelux, Unilever

Class of 2016



FACULTY INSIGHT

---

### Matt Gitsham

British

Associate Professor of Sustainable Development

Matt is Director of the Ashridge Centre for Business & Sustainability and has led numerous research projects on business and sustainable development. He has worked closely with the UN Global Compact, Unilever, IBM, HSBC, GSK, and De Beers. Matt's research has featured in the *Economist*, the *Financial Times*, and the *Harvard Business Review*. He was recognized with a “Rising Star” award as part of the Aspen Institute-Academy of Business in Society European Faculty Pioneer Awards, for demonstrating great vision and outstanding leadership in integrating the principles of sustainable development into research, education, student communities, and corporate practice.

# Managerial Economics

You'll focus on the analytical foundations that are essential to be able to address key issues in management strategy, marketing strategy, and related fields in a rigorous way and to make better decisions accordingly. You'll identify and analyze a variety of market structures, ranging from perfect competition, to oligopoly, to monopoly. The ultimate goal is to develop skills for making effective managerial decisions and strategic choices based on the analysis of companies, cost structures, and market conditions.

## Key topics

Marginal Analysis  
& Simple Optimization

Demand & Supply Analysis

Firm-Specific Demand  
& Elasticity Analysis

Cost Analysis

Decision Making in  
Monopoly Markets

Basics of Game Theory

Decision Making in  
Oligopoly Markets

Public Goods & the Role  
of Government

Introduction to Macroeconomics

Unemployment, Poverty, Inequality

"The curriculum is flexible enough that it adapts to changing industry and market needs even within the year. The excellent combination of courses, workshops, simulations, and coaching have brought out the leader in me that I didn't even believe existed."

## Ahmed Khalid

Pakistani

Commercial Director, NADRA

Class of 2017



FACULTY INSIGHT

## Ted Ladd, PhD

American

Global Strategy Professor

Fulbright Scholar Ted has over 20 years in high-tech, venture capital-backed startups—most recently as the director of a smartwatch company that was sold to Google to form the foundation of its Android Wear operating system. He says, "The culture in Silicon Valley combines creativity, discipline, and hard work—and I endeavor to bring this into the classroom. It's the recipe that's made Silicon Valley the global center of innovation, and it's the recipe that guides Hult students toward innovation in their education and careers."

## Capstone Experience

---

Innovation, driven by emerging tech, is now fundamental to business growth. Seeing opportunity in uncertainty and being able to act and adapt in rapidly changing contexts requires a certain mindset and skillset. Having the confidence to try new things and fail fast is essential. The capstone to your core program asks you to imagine a future that doesn't exist yet and use business to make it a reality.

---

### Key topics

Design Thinking: Understanding the Opportunity

---

Platforms: Design & Research

---

Data & Agility: Insight, Hypothesis, Pivot

---

Value Proposition: Explore Answers

---

Innovation & Disruption: Design & Prototype

---

Strategic Future

---

Disruptive Technology Team Challenge

---

“We created a disruptive and sustainable business model for Siemens, leveraging the growing need for wireless charging due to trends like IoT and the Smart Cities initiative. We saw the amazing tech in action and how it's actually changing lives.”

---

### Winning challenge team— Boston campus

Guillermina Sanchez, Argentinian; Bharti Mathur, Indian; Ayushi Goyal, Indian; Adeboye Oye, Nigerian; Fermin Carrillo, Venezuelan; Mauricio Alarcon, Mexican  
Class of 2018





## Innovators' Summit

---

Join a worldwide gathering of Hult MBAs for a four-day innovation summit in Dubai. Expand your mind as well as your business contacts and get a feel for one of the world's fastest-grown economies.

---

### Innovators' Summit

Centered on the theme of innovation, this summit brings our MBA students together from across the globe for an immersion into the topic of innovation and disruptive thinking. Hear from leaders disrupting business today and network with like-minded colleagues from around the world.

Complete an elective from a range of topics. Example electives may include:

---

Design Thinking

---

Disruptive Business Models

---

Leading for Innovation

---

AI and the Future of Humanity

---

Fintech

---

Data Literacy in the Age of Machine Learning

---

“Dubai’s ‘nothing is impossible’ approach to innovation mirrors the entrepreneurial spirit of Hult students. Dubai is the perfect location for the Innovators’ Summit—and there’s nowhere better to be inspired by the future.”

---

### Dr. Mukul Kumar

Indian & American  
Chief Innovation Officer  
Hult International Business School

Note: Sample elective options are for illustration purposes only and subject to change. Students are responsible for their travel to/from Dubai and their meals. For students not based in Dubai, Hult will provide accommodation.

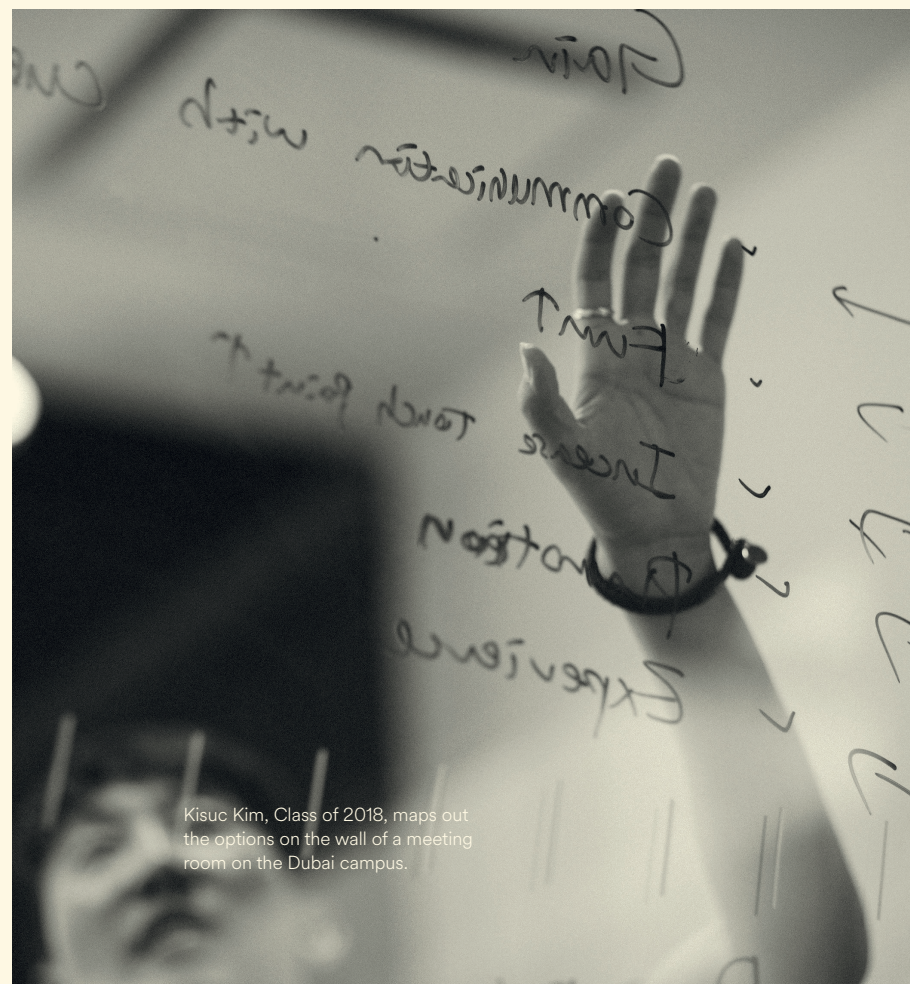
---

“Hult’s ethos is disruptive. Hult students are eager to learn—ready to embark and take on the world and make it a better place.”

---

### Brock Pierce

Founder, Bitcoin  
Former Hult Visionary Speaker



Kisuc Kim, Class of 2018, maps out the options on the wall of a meeting room on the Dubai campus.

## Electives

Choose electives based on your unique professional goals and personal interests—and travel to any or all campuses to take them. Different campuses offer different electives that are delivered in a variety of formats, so it's up to you where, what, and how you study.

### Disruptive Technology sample electives

Artificial Intelligence

Augmented & Virtual Reality

Autonomous Vehicles

Blockchain

Cybersecurity

Energy of the Future

Robotics

### Entrepreneurship sample electives

Disruptive Business Models

Social Entrepreneurship

Entrepreneurial Marketing

Entrepreneurial Finance

Entrepreneurship through Acquisition

Family Business

“The school curriculum is intense, but the professors are always available to guide us through difficult assignments or cases. Hult really cares about each student and takes each one of our career goals into consideration while working individually with us.”

### Sofia Abu-Ghaben

American

Social Media Marketing Assistant Manager

Bay Area Bears

Class of 2018

### Innovation sample electives

Leading Digital Transformations

Disruptive Business Models

Exploiting Digital Technologies

AI: An Overview of Business Applications

Disruption Futures

Designing New Platform Ventures in the Sharing Economy

Social Innovation

Developing the Next Growth Engine

### Behavioral sample electives

Management Psychology

Crisis Management, Mitigation & Response

Gender Intelligence

International Negotiations

Business Persuasion & Influence

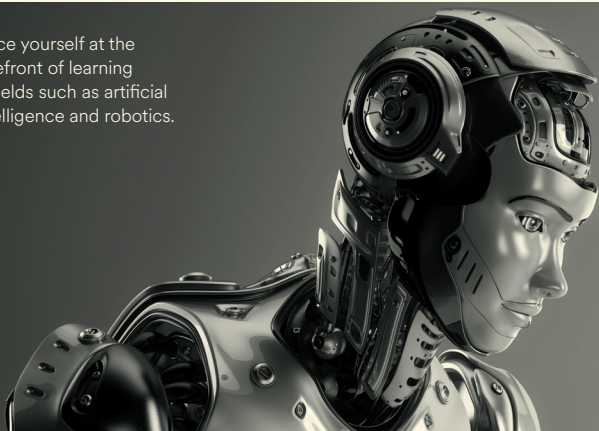
Leading Change

Continuous Improvement

Organizational Performance, Business Behavior & Diversity

Managerial Coaching Certification

Place yourself at the forefront of learning in fields such as artificial intelligence and robotics.



Note: Elective courses are subject to change and availability. Prerequisites may apply for some courses.

Travel to any or all of our global campuses for your electives. You'll be expected to study in at least one other country—but how long you stay is completely up to you.

## Finance sample electives

Corporate Valuation
Private Equity
Blockchain, Cryptoassets & Cryptocurrencies
Business Risk Management
Quantitative Analysis & Data in Financial Markets
Corporate Finance
Cost Management: Strategies for Business Decisions
Entrepreneurial Finance
Fintech
Global Strategic Valuation
Investing for Social Impact
Investment Banking
Mergers & Acquisitions
The Bionic Company

## Strategy sample electives

Social Entrepreneurship
The Asian Century: How Global Political & Economic Power is Shifting to Asia
Resilient Leadership
Project Management: Planning, Execution & Control
Power, Politics & Geopolitical Risk Globally
People, Planet, Profit: Managing Corporate Social Responsibility
Operations Strategy
Managing Global Distribution Channels
Entrepreneurship through Acquisition
Change Management
Consulting Skills
Global Market Entry Strategy
Disruption Futures

## Analytics sample electives

Applied Modeling & Prediction
Data Visualization
Machine Learning
Marketing Analysis
Behavioral Economics & Decision Making
Natural Language Processing (NLP) & Text Analytics
Leading Data Teams
Algorithmic Trading in R
Energy Strategy & Analytics
Supply Chain Analytics
Sentiment Analytics
Data Strategy
Text Analytics
Introduction to R
Introduction to Python

## Marketing sample electives

Copywriting
Customer Acquisition through Digital Marketing
Digital Marketing Strategy
Entrepreneurial Marketing
Future of Advertising & Marketing Communications
Growth Hacking
Introduction to Product Management
Luxury Marketing
Neuromarketing
Smart Pricing for Profitability
Solutions Marketing
Strategic Brand Management
The Psychology of Pricing
Sustainable Brands & Marketing

**Python Code:**

```

StandardScaler()
# original exploratory feature set
pca = scaler.fit_transform(X_features)

plt.title('PCA Feature')
plt.xlabel('PCA Feature')
plt.ylabel('Explained Variance')
plt.xticks(features)
plt.show()

PCA_scee(X_scaled_pca, plot_title='Principal Components Scree Plot')

# Rescaling for K-Means Clustering
# Instantiating a variance scaler
scaler = StandardScaler()
X_pca = scaler.fit_transform(X_scaled_pca)

# Transforming original exploratory feature set
X_pca = scaler.fit_transform(X_scaled_pca)

# (Like Shop, Essentials, Food Items, Athletic, Raincoat)

plt.ylim(-2, 2)
plt.tight_layout()
plt.show()

# Logistic Regression
SShop + Parch, data = Titanic, df, family = 'binomial()'
Summary (fit, coeff, change)
Coefficients

Intercept 5.614681 0.540792 16.724 0.000000 ***
Pclass -1.716033 0.180705 -1.747 0.0816 ***
Sexmale -2.632377 0.219402 -12.00 0.000000 ***
Age -0.044493 0.008159 -5.445 0.000000 ***
SibSp -0.36496 0.126493 -2.887 0.00395 **
Parch -0.037142 0.117602 -0.313 0.75616

```

**Statistics:**

$Z = \frac{x - \mu}{\sigma}$

$\mu = \text{mean}$

$\sigma = \text{standard deviation}$

$K^* = \text{argmax}_{K \in \{1, 2, \dots, K\}} \{ \frac{1}{n} \sum_{i=1}^n \min_{j \in \{1, \dots, K\}} \|x_i - \mu_j\| \}$

**Text:**

In a world of information overload, employers actively seek candidates who can translate data into actionable solutions.



# Internships

If you want to make a change in your career, then an internship is a solid way to help you bridge the gap. Put your newly acquired skills into practice and get invaluable insight into a new geography or industry.

## An essential part of your degree

Internships provide a game-changing opportunity to get on-the-ground job experience and skilling in a new work setting. Beyond loading your resume with new capabilities, you have the opportunity to demonstrate international work experience in your new career, build a network of work-related relationships, and, in many cases, land a permanent job by impressing your employer.

Doing an internship is essential for anyone looking to make a major post-graduation change in work or location. Internships accelerate your path to market and are often the “make or break” factor in landing an international job.

You can choose to take an approved internship in place of an elective. Your Career Development team will help you network and prepare for your internship.

“Each year hundreds of students conduct internships with international employers and convert those experiences into jobs in the region. There is absolutely no better way to get a toehold in a new market than to put your degree to work during your summer at Hult.”

## Katharine Boshkoff

American  
Global Vice President, Career  
Advancement & Alumni Relations

An internship is a good way to ascertain whether a company or industry reflects your professional ambitions.



## STUDENT STORY



## Luis Arreola

Mexican  
Insurance Broker  
Lockton  
Companies  
Class of 2018

## What's your story?

While I was still at Hult London, I did an internship at an insurance brokers, and by graduation I had three sponsorship opportunities. I chose Lockton because it's an American multinational and in the top ten insurance companies globally, which means more opportunities and big international deals.

## Tips for interning in London?

Be courageous and open. Attend as many campus events as you can—take all the opportunities to practice your networking and pitching. I already knew some client associates in London, so I built on that.



## CAREER IMPACT

# 480

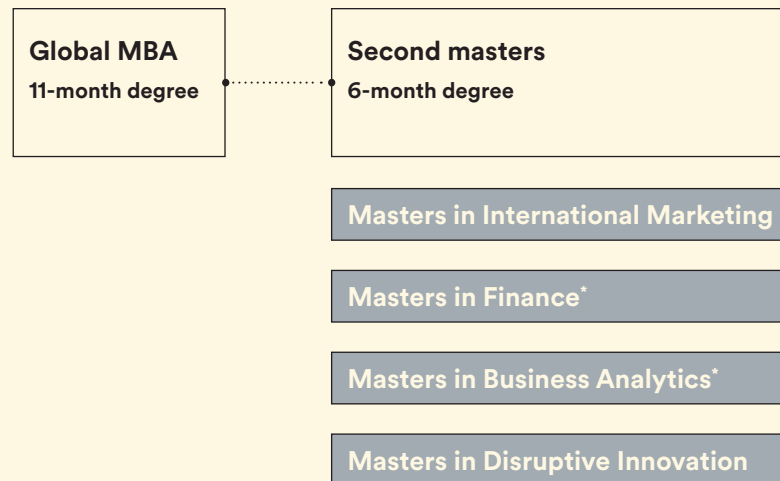
internships secured globally through campus recruitment drives.

# 65%

of internships turned into full-time employment.

# Dual Degree

We're always looking for new ways to help our students stand out in a crowded global job market. The Dual Degree program gives you the option of complementing your MBA with a specialist masters degree in as little as six additional months of accelerated study.



If you choose to further your studies with a Dual Degree, your first degree will follow the standard one-year MBA program format, with the same home campus options and the opportunity to take any electives at any of our six campuses (subject to availability). You'll then pursue your accelerated second degree, which has no elective courses, at one of our U.S. campuses.

*\*Qualifies as a STEM degree, which provides the potential for three years' work authorization in the U.S.*

## Masters in International Marketing

**Boston**  
Hult's Masters in International Marketing equips you with the strategic and executional marketing skills needed to differentiate your business in a crowded marketplace.

## Masters in Finance\*

**Boston**  
Hult's Masters in Finance sets you up for the complex world of corporate financial management. Learn both the language of business and the tactical financial skills to make an impact in international accounting and corporate finance.

## Masters in Business Analytics\*

**San Francisco**  
The U.S. demand for scientific graduates means Masters in Business Analytics students can receive up to a three-year U.S. working visa (OPT) post-studies. As the role of big data becomes increasingly important, this degree equips you with the analytical and business capability to translate data statistics and analysis into action.

## Masters in Disruptive Innovation

**San Francisco**  
Disruption and innovation impact all areas of the workforce and fundamentally change how businesses grow. As companies race to innovate in a shifting digital landscape, Hult's Masters in Disruptive Innovation will enable you to link successful business decisions with technological advancement.



## Clubs & Societies

Your life at Hult will be enriched by the friends you'll make, by the clubs and societies you'll participate in, and by the extraordinary cities that you will call home. Whether you are exploring your passions or trying something completely new, your graduate experience will be truly transformational.

### Student clubs & societies

African Legacy Club  
Business and Current Affairs  
Business of the Future Club  
Chinese Student Association  
Culture and Language Cafe  
Data Analytics Club  
Doing Business in Africa  
Entrepreneur and Innovation Club  
Family and Partners Club  
Family Business Club  
Finance Club  
Gender Intelligence  
Global Minds  
Hult Consulting Club  
Hult Data Science  
Hult Emerging Technology Club  
Hult Entrepreneurship Society  
Hult Football Club

Hult for Social Impact  
Hult Industry & Insights  
Hult Literature Club  
Hult Networking Society  
Hult Running Crew  
Hult Society of Banking  
Hult Stand-Up Comedy  
Hult Sustainability Club  
Learning Chinese  
Marketing Club  
Net Impact Club  
Product Management Club  
Public Speaking Club  
Society of Media and Design  
Startups Club  
Technology Society  
The Coaching Association  
Toastmasters  
Women in Business



- 1 The Hult London men's football/soccer team in action on the pitch.
- 2 The Women in Business club hosts the annual Women in Leadership Conference, hearing from women excelling in the fields of finance, entrepreneurship, and technology.
- 3 Students bring ten speakers to Hult Boston to share their global experiences for the campus's first TEDx event.

# Sample week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am							
9am	Academic <b>Live Client Challenge</b>	Group <b>Meet with study group</b>	Academic <b>Operations</b>	Academic <b>International Marketing</b>	Academic <b>Future Challenge team meeting</b>		
10am						Activity <b>Day trip to the countryside with Student Services</b>	
11am				Group <b>Meet with study group</b>			Group <b>Working brunch with study group</b>
12pm	Group <b>Lunchtime workshop: Mindfulness</b>	Group <b>Marketing Club lunch meeting</b>	Academic <b>Team project over lunch</b>		Group <b>Lunch info-session: Working Rights Overview</b>		
1pm				Group <b>Hult Prize info-session</b>			
2pm	Academic <b>Business &amp; Global Society</b>	Academic <b>Financial Management</b>	Academic <b>Visa info-session</b>		Academic <b>Financial Management</b>		
3pm				Talk <b>On-campus guest speaker</b>			
4pm			Group <b>Group work</b>				
5pm	Social <b>Running club</b>			Social <b>Yoga class</b>			
6pm		Group <b>Entrepreneur Club meeting</b>	Social <b>Culture Madness Trivia Night</b>		Activity <b>Theater trip with Student Services</b>		
7pm	Talk <b>"The Future of Crowdsourcing" Speaker on campus</b>			Careers <b>Career Discovery: Speaker Series —Tony Latham, VP at Unilever</b>			
8pm							
9pm							










## Connect with us online

---


 @HultBusinessSchool

 @Hult\_Business

 Hult International Business School

 Hult International Business School

 Hult

 Talk to a current student at:  
[hult.edu/ambassadors](https://hult.edu/ambassadors)