



BBA PROGRAM CATALOG 2020-21

CONTENTS

INTRODUCTION & PURPOSE

SUMMARY OF RELATED DOCUMENTS

YOUR QUALIFICATION

PROGRAM CHANGES

PROGRAM LEARNING OUTCOMES

TEACHING, LEARNING, AND ASSESSMENT

LEARNING

TEACHING

ASSESSMENT

ASSESSMENT TARIFF

METHOD & WEIGHTING OF ASSESSMENT

GRADES

ASSESSMENT BOARD AND EXTERNAL EXAMINERS

RESOURCES

ASSESSMENT RUBRICS

PROGRAM STRUCTURE

RESOURCES

PROGRAM MAP: COURSES AND CREDITS

COURSE DESCRIPTIONS

INTRODUCTION & PURPOSE

The purpose of this *Program Catalog* is to provide detailed information on the structure and content of the academic program. It is designed to be read in conjunction with the *Student Handbook*, the *Program Specification*, and the *Academic Regulations*.

SUMMARY OF RELATED DOCUMENTS

Document Name	Purpose	Versions
<i>Student Handbook</i>	The primary reference for all policies and procedures relating to the Hult student experience	Single School version
<i>Program Specification</i>	Summary information on the structure of the degree program	One for each degree program (e.g. BBA)
<i>Program Catalog</i>	Detailed information on the structure and content of the academic program	One for each degree program (e.g. BBA)
<i>Academic Regulations</i>	The central framework of the School's policies, around which all other documents are framed.	Single School version

YOUR QUALIFICATION

The BBA is an undergraduate qualification. The full title of the award is Bachelor of Business Administration (BBA). Once you successfully complete all parts of the program you will receive a US degree, awarded by Hult International Business School. Students at the London campus will receive a joint US/UK degree, awarded by Hult International Business School and the Ashridge Bonar Law Memorial Trust respectively.

The BBA operates an academic credit system that combines both US and UK currencies, where one US credit = five UK credits. The BBA consists of 120 US credits or 600 UK credits. The default credit currency used in Hult publications is US credits.

Further information on NECHE, the regional accreditation body covering Hult's US degrees, can be found at <https://www.neche.org>. Further information on UK higher education qualifications and their quality assurance can be found at <http://www.qaa.ac.uk> and <https://www.officeforstudents.org.uk>.

PROGRAM CHANGES

The School may make changes to elements of your program and its delivery, such as the timetable, syllabus content, and assessment. Such change may be due to enhancing or updating the quality and content of your program; responding to student feedback; academic staffing changes; a lack of student demand for certain courses; or factors beyond the School's reasonable control, which could include meeting the latest requirements of an accrediting body.

In the event that the School is required to make amendments to your program, we will endeavor to notify you as soon as reasonably possible. Where the School is proposing to make a change to your program that materially changes the outcomes of, or a large part of, your program, we will undertake consultation with students prior to making the change.

PROGRAM LEARNING OUTCOMES

Based on the QAA *Subject Benchmark Statement for Business and Management* (2015), the program's educational aims are as follows:

- To understand organizations, their management, the economy and the business environment.
- To develop the confidence, skills and knowledge needed to succeed as active, productive, professionals.
- To foster a global mindset and a creative, entrepreneurial and ethical approach to business problem solving.

On completion of the program, students are expected to be able to:

PLO1	Analytical	Understand key concepts, frameworks and models that affect personal and professional performance.
PLO2	Practical	Apply the appropriate tools, frameworks, and techniques to solve real world problems and identify opportunities.
PLO3	Global	Explain how different economic, social, cultural or political forces shape the global environment.
PLO4	Prepared	Demonstrate the interpersonal, organizational and intellectual skills, habits and attitudes needed to be effective at work and in the broader community.
PLO5	Ethical	Formulate sustainable strategies to address contemporary social, environmental and ethical challenges.
PLO6	Broad-Minded	Exhibit familiarity with and tolerance for diverse cultural practices, social attitudes and ethical perspectives.
PLO7	Well-Informed	Show general knowledge of the world and critical awareness of a range of intellectual approaches.

LEARNING, TEACHING AND ASSESSMENTS

LEARNING: Students are provided with the opportunity to acquire practical business knowledge with a focus on international and cross-cultural understanding of the marketplace. We are committed to facilitating a learning environment that develops graduates who are:

- Adept at applying business concepts, frameworks, and models to the real-world challenges they encounter.
- Capable of thinking and acting creatively and with executive foresight, by identifying problems, anticipating changes, navigating ambiguity, shaping opportunities, crafting solutions, and capitalizing on them.
- Comfortable with cultural difference, and capable of operating successfully across cultures and borders.
- Proficient influencers and collaborators, with high personal resilience, and the adaptability to contribute within diverse teams and to lead them.
- Aware of the sensitive social and ethical consequences of business decisions.

TEACHING: Our strategy is driven by a desire to hire the best possible teachers who balance academic credentials and real-world experience to provide what is best for Hult students. As such, we seek to nurture an academic culture built on relevant research that can be directly applied to teaching and student engagement. Classes typically include a mixture of lectures, general discussion, case-study analysis, and student presentations. Additionally, we seek to foster constructive links with employers, as a vehicle to bring the real world into the classroom, and to provide opportunities for Hult students to display their abilities and develop their self-confidence. Examples of our approach are, one of our capstones of the program, the Hult Business Challenge, where students test their knowledge and skills by solving a corporate challenge, or the Hult Founders Lab, where students establish their own business.

ASSESSMENT: Student performance is evaluated and assessed according to the course learning outcomes and assessment criteria set out in each course syllabus. Means of assessment include a variety of individual and team-based assessment methods, including written assignments, classroom participation, presentations, and midterm or final exams. We make extensive use of grading rubrics for assessments, to assure consistent and transparent grading and feedback to students. Furthermore, we apply an assessment tariff to each course, to assure that assessment criteria and volume of assessment is weighted appropriately according to the academic level and number of credits awarded. As such, while assessments vary between courses, there is consistency concerning comparative assessed workload.

ASSESSMENT TARIFF: The assessment tariff for common forms of undergraduate-level assessment is shown below:

Assessment Type	Credits	Year	Recommended Assessment Weighting			
			60%	40%	20%	10%
Written Assessment (Individual) [Measure: Word Count]	3	1-2	1,500 - 3,000	1,000 - 2,000	500 - 1250	200 - 600
		3-4	2,000 - 4,500	1,500 - 3,000	750 - 1,500	400 - 800
Written Assessment (Group) [Measure: Word Count]	3	1-2	n/a	1,500 - 3,500	800 - 2,000	400 - 1200
		3-4	n/a	2,000 - 5,000	1,000 - 2,500	500 - 1,500
Presentation or Video (Individual) [Measure: Time + Slides/Outline]	3	1-2	10 - 12 mins	6 - 8 mins	3 - 4 mins	2 - 3 mins
		3-4	12 - 15 mins	8 - 10 mins	4 - 5 mins	2 - 3 mins
Presentation or Video (Group) [Measure: Time + Slides/Outline]	3	1-2	n/a	10 - 15 mins	6 - 8 mins	3 - 4 mins
		3-4	n/a	15 - 20 mins	8 - 10 mins	5 - 6 mins
Exam [Measure: Time]	3	1-2	n/a	80 - 120 mins	40 - 80 mins	20 - 50 mins
		3-4	n/a	80 - 120 mins	40 - 80 mins	20 - 50 mins
Individual Studies: Thesis or Directed Study	3	3-4	Senior Thesis is expected to be 100% Written Assessment (Individual) of 8,000 - 10,000 words.			
			Directed Study / Independent Study are the only courses where exams can have a weighting greater than 50%.			
Other forms of assessment	Var.	Var.	Numeric Assessments will be expected to require an equivalent amount of work as the written assessments shown above.			
			Assessments that do not conform to the above tariff must be approved by the Program Curriculum Committee.			

METHOD & WEIGHTING OF ASSESSMENTS: The method and weighting of assessment varies by course, within the following parameters:

	Method of Assessment	Weight	CLO(s) Assessed	Length or Equivalent	Due Date
A1	<u>Specific assignment listed from one of the following types:</u> <ul style="list-style-type: none"> Written Assessment (Individual) Written Assessment (Group)* Presentation (Individual) Presentation (Group)* 	30-50%	<u>Listed as appropriate</u> <u>e.g.</u> CLO1		
A2	<ul style="list-style-type: none"> Written Assessment (Individual) Presentation (Individual) Exam 	30-50%			
A3	<ul style="list-style-type: none"> Discretionary Assessment(s) 	0-30%			

*Group assessments will normally make up no more than 30% of the overall course assessment.

Detailed assessment information for a specific course is provided in *myCourses*, including:

- Actual percentage weight of each assessment
- Actual length or equivalent
- Description of each assessment
- Course Learning Outcome(s) assessed
- Rubric used to grade each assessment, signposting performance expectations for each grade category

GRADES

The program applies the following grade scale to assessments and to final course grades:

Letter Grade	Grade Points	Quality Indicator
A	4	Excellent; significant strengths & few weaknesses
B	3	Good; strengths outweigh weaknesses
C	2	Adequate; balanced strengths and weaknesses
D	1	Inadequate; weaknesses outweigh strengths
F	0	Fail; significant weaknesses & few strengths

Instructors will set more specific evaluation criteria for each assignment, within this framework, as appropriate to the assignment.

Detailed information on the grade scale and grading policy, including graduation requirements and graduation with Distinction, is provided in the *Student Handbook*.

ASSESSMENT BOARD AND EXTERNAL EXAMINERS: To assure the quality of both the provision and student outcomes on the program, Hult operates a robust system of external review. As such, all course grades awarded are provisional pending review by External Examiners and subsequent Assessment Board, which takes place after the end of each Module. Detailed information on the School's quality assurance procedures, including Assessment Boards and External Examiners, is provided in the Academic Regulations.

RESOURCES: Required and recommended readings and other materials for each course are detailed in the *myCourses* site four weeks before the course start date.

ASSESSMENT RUBRICS: Within a given course, each assessment includes a rubric that details performance expectations for each grade category, and which faculty complete when providing feedback to students. Rubrics vary from course to course, and we recommended that students pay careful attention to the rubric used for each of their assessments.

PROGRAM STRUCTURE

Hult's Bachelor of Business Administration is a generalist business & management degree with an option to specialize through a Major. As a US Bachelor's degree, the program incorporates a set of General Education courses, broadly grouped under the themes of Future, World & You.

The normal duration of the program is full-time for four years, organized on a modular basis. Each Academic Year consists of two semesters, during which time you will complete the equivalent of ten courses (three US credits each course; five courses per 15-week semester). The year 1-4 structure below is indicative, as students are not required to complete all 30 US credits of one year before starting courses from the following year, except where there are specified pre-requisites. Furthermore, taking optional summer courses allows the degree to be completed in less than four years.

The program typically involves 1,500 learning hours each year (6,000 learning hours work over the whole program), with each course typically involving 150 learning hours (normally 10 hours per week over 15 weeks). To qualify for the Award, students must achieve 120 US credits as specified below.

Broadly, the undergraduate degree encompasses the following areas of study:

Business Core

As business students, it is important to grasp the fundamentals of each functional area of business administration. As students' progress through their degree, they will begin to see how the functional areas fit together and which ones are most suited to your interests and abilities. Knowledge and appreciation of these functions is placed in the context of the increasingly complex global environment within which businesses operate, always with a focus on international issues and challenges. The Business Core begins with introductory courses in year 1, intermediate courses in years 2 and 3, and an integrative course in year 4.

Future, World & You (US General Education)

These courses aim to develop abilities to think critically about the wider international context of the modern world. Students will become familiar with topics and ways of thinking in arts & humanities, in history & society, in science & technology and in ethics & philosophy. Upper-division courses prepare you to function as a global citizen, aware of the commitments that 21st-century businesses must make to global politics, social problems, culture and the environment.

Majors

Students are asked to choose a Major no later than the beginning of their third year (having taken 60 credits), and their choice of courses in years 3 and 4 will depend upon their choice of Major. A Major involves a sequence of 6-7 courses and a capstone project.

Minors

Students may also choose a 'Minor', which is a smaller subsidiary cluster of courses, in the following subjects: Business Analytics, Computer Science, Design, Economics, Entrepreneurship, Finance, Management, Marketing, or Psychology.

Open Electives

Students may take open electives from anywhere in the Hult undergraduate curriculum. Typically, this will consist of additional business courses, but equally it may entail additional courses from within the Future, World & You curriculum.

PROGRAM MAP: REQUIRED COURSES AND CREDITS

Each student can chart their own path through the BBA by taking most core and elective courses in an order that suits them, within certain guardrails and prerequisites for more advanced courses. Hence the 'Year 1, 2, 3, 4' categories are indicative of a typical pathway.

	Course Code	Course Title	Credits	Area
Year 1 Courses	ACC 120	Financial Accounting	3	BC
	BUS 101	Navigating the Business Environment	3	BC
	ECN 101	Principles of Economics	3	BC
	ENT 200	Principles of Entrepreneurship	3	BC
	MKT 200	Principles of Marketing	3	BC
	COM 150	Storytelling & Persuasion	3	FWY
	DSN 1xx	Design & Humanities Elective**	3	FWY
	ENG 105	Rhetoric & Argumentation*	3	FWY
	GLO 101	Exploring Self & Society	3	FWY
	NNO 101	Emerging Technologies	3	FWY
Year 2 Courses	ACC 220	Managerial Accounting	3	BC
	ECN 202	Economic Theory & Application	3	BC
	FIN 200	Principles of Finance	3	BC
	MGT 200	Principles of Management	3	BC
	DSN 210	Design Thinking for Social Impact	3	FWY
	MAT 105	Quantitative Skills for Business*	3	FWY
	MAT 210	Introduction to Statistics & Data Analysis	3	FWY
	PHL 2xx	Ethics & Society Elective**	3	FWY
	SCI 2xx	Science & Technology Elective**	3	FWY
	XXX xxx	Open Elective****	3	OE
Year 3 Courses	BUS 355	Socially Responsible Business	3	BC
	GLO 3xx	Global & Regional Electives**	3	FWY
	GLO 3xx		3	FWY
	NNO 3xx	Nano Electives**	1	FWY
	NNO 3xx		1	FWY
	NNO 3xx		1	FWY
	XXX 3xx	Major Required***	3	MAJ
	XXX 3xx		3	MAJ
	XXX 3xx		3	MAJ
	XXX xxx	Open Electives****	3	OE
	XXX xxx		3	OE
	XXX xxx		3	OE
Year 4 Courses	BUS 420	Global Strategy	3	BC
	LAW 440	Global Business Law	3	BC
	GLO 420	Future Societies	3	FWY
	CAP 4xx	Capstone***	3	MAJ
	XXX 4xx	Major Electives***	3	MAJ
	XXX 4xx		3	MAJ
	XXX 4xx		3	MAJ
	XXX 4xx		3	OE
	XXX xxx	Open Electives****	3	OE
	XXX xxx		3	OE

Areas:

BC: Business Core
FWY: Future, World, You
MAJ: Major
OE: Open Elective

*English and Math placement exams may be required to assess students' level of competency. Students who demonstrate sufficient competency may waive out of ENG105 and/or MAT105. Students requiring additional support may be placed into ENG102 and/or MAT102. Waived courses must be replaced with Future, World, You electives.

**Students choose one elective course in each category from a menu of options. Courses vary by campus and by semester, and not all courses are offered at all campuses. The full schedule will be published to students at least two months before the start of each semester or term.

***Each Major consists of required courses, as well as electives. Students must complete all the required courses and may choose four elective courses from a menu of core and specialist electives. Courses vary by campus and by semester or term, and not all courses are offered at all campuses. Core electives run regularly across most campuses, and specialist electives run less frequently and/or only on specific campuses. Certain electives may count towards multiple majors. Each student also takes a degree capstone, chosen from a menu, typically Hult Business Challenge (HBC), Hult Founders Lab, Thesis, or Capstone Internship.

****Open Electives may be taken from any area of the curriculum, provided individual course prerequisites have been met, and the requisite number of 300/400-level courses is reached. Students pursuing a Minor must plan to use their available open elective slots towards the Minor. Students may obtain up to 9 US credits for internships.

Degree Notes:

- 1) Minimum 60 credits overall must be business courses (Normally ACC, BUS, ECN, ENT, FIN, MAT, MGT, MKT, or capstone courses).
- 2) Minimum 45 credits must be 300 or 400-level courses.
- 3) Minimum 42 credits must be in General Education (Future, World & You).

PROGRAM MAP: MAJORS

		Course Code	Course Title	Credits
BUSINESS ANALYTICS MAJOR	Required	BAN-375	Data Analytics	3
		BAN-346	Advanced Excel	3
		TEC-322	Programming I: Introduction to Programming and Data Structures with Python	3
		BAN-464	Data Visualization	3
		BAN-453	Data Management & SQL	3
		BAN-437	Machine Learning	3
		BAN-410	Business Analytics for Complex Decision Making	3

		Course Code	Course Title	Credits
ENTREPRENEURSHIP MAJOR	Required	ENT 345	Corporate Entrepreneurship	3
		ENT 355	Entrepreneurial Finance	3
		ENT 360	Disruptive Innovation	3
	Electives (choose 4)	ENT 410	Change Making	3
		ENT 415	Family Business	3
		ENT 430	Trends & Innovation	3
		BUS 410	Business Analytics for Complex Decision Making	3
		ENT 412	Leverage Buyout & VC Exits	3
		ENT 418	Hacking for Start Ups	3
		ENT 435	Entrepreneurial Marketing	3
		ENT 440	New Product Development	3
		ENT 437	Tokens: Digital Assets in the Internet-of-Value	3
		ENT 470	Social Innovation in Finance	3
		ENT 482	Applied Business Blockchain: Realizing Value	3
		ENT 485	Innovative Technology & App Development	3

		Course Code	Course Title	Credits
FINANCE MAJOR	Required	ACC 305	Financial Reporting	3
		FIN 325	Corporate Finance	3
		FIN 345	Financial Markets & Institutions	3
	Electives (choose 4)	ACC 430	Financial Statement Analysis	3
		FIN 405	Financial Modeling	3
		FIN 415	Risk Management	3
		FIN 425	Portfolio Management	3
		FIN 432	International Business Finance	3
		FIN 455	Asset Valuation	3
		FIN 460	Alternative Investments	3
		FIN 470	Advanced Business & Financial Analysis	3
		ACC 445	Corporate Governance	3
		BUS 410	Business Analytics for Complex Decision Making	3
		ENT 412	Leverage Buyout & VC Exits	3
		ENT 470	Social Innovation in Finance	3
		FIN 450	Finance & Technology	3
		FIN 463	Mergers & Acquisitions	3

		Course Code	Course Title	Credits
MANAGEMENT MAJOR	Required	MGT 345	Managing Human Resources	3
		MGT 355	Operations Management	3
		MGT 370	Change Management	3
	Electives (choose 4)	MGT 443	Project Management	3
		MGT 450	Leadership	3
		BUS 410	Business Analytics for Complex Decision Making	3
		ENT 415	Family Business	3
		ENT 440	New Product Development	3
		MGT 412	Management Psychology	3
		MGT 428	Managing Diversity & Multiculturalism	3
		MGT 432	Sports Management	3
		MGT 442	Media Management	3
		MGT 446	Fashion Management	3
		MGT 448	Events Management	3
		MGT 453	Hospitality Management	3
		MKT 436	Managing Customer Experiences	3

		Course Code	Course Title	Credits
MARKETING MAJOR	Required	MKT 360	Brand Management	3
		MKT 365	Marketing Planning & Strategy	3
		MKT 370	Marketing Research & Consumer Behavior	3
	Electives (choose 4)	MKT 428	Digital Tools for Advanced Marketing Research	3
		MKT 435	Integrated Marketing Communications	3
		MKT 436	Managing Customer Experiences	3
		BUS 410	Business Analytics for Complex Decision Making	3
		ENT 435	Entrepreneurial Marketing	3
		MKT 405	Neuro-Marketing	3
		MKT 426	Luxury Marketing	3
		MKT 448	Events Management	3
		MKT 429	Sales Management	3
		MKT 437	Marketing Analytics	3
		MKT 442	Digital & Social Media Marketing	3

Major Notes:

- Major electives will normally be offered not less than once every 18 months

PROGRAM MAP: MINORS

		Course Code	Course Title	Credits
BUSINESS ANALYTICS MINOR	Choose any 4 courses from the Business Analytics Major course list			

		Course Code	Course Title	Credits
COMPUTER SCIENCE MINOR	All Required	TEC 322	Programming I: Introduction to Programming and Data Structures with Python	3
		TEC 332	Data Engineering	3
		TEC 442	Programming II: Advanced OOP Programming with Python	3
		TEC 441	Web Technologies and Programming	3

		Course Code	Course Title	Credits
DESIGN MINOR	Choose any 4	DSN 326	Design fundamentals	3
		DSN 324	The Creative Brief	3
		DSN 328	Design for Business Leaders	3
		DSN 453	Business Branding Design	3
		DSN 467	Design Thinking in Practice	3

		Course Code	Course Title	Credits
ECONOMICS MINOR	Choose any 4	ECN 375	Business & the World Economy	3
		ECN 379	Economics of Money and Banking	3
		GLO 373	Political Economy of Development	3
		GLO 375	The Political Economy of the Public Sector	3
		REG 325	The Political Economy of the European Union	3
		ECN 435	Behavioral Economics and Game Theory	3
		ECN 447	Developmental Economics	3
		ECN 450	Practical Quantitative Economics	3
		ECN 449	Economic Indicators	3

		Course Code	Course Title	Credits
ENTREPRENEURSHIP MINOR	Choose any 4 courses from the Business Analytics Major course list			

		Course Code	Course Title	Credits
FINANCE MINOR	Choose any 4 courses from the Business Analytics Major course list			

		Course Code	Course Title	Credits
MANAGEMENT MINOR	Choose any 4 courses from the Business Analytics Major course list			

		Course Code	Course Title	Credits
MARKETING MINOR	Choose any 4 courses from the Business Analytics Major course list			

		Course Code	Course Title	Credits
PSYCHOLOGY MINOR	Required	SCI 360	Introduction to Psychology and Neuroscience	3
	Electives (choose 3)	SCI 340	Science of the Mind	3
		MKT 405	Neuro-Marketing	3
		MGT 412	Management Psychology	3
		PSY 432	Developmental Psychology	3
		PSY 456	Business Decision Making	3
		PSY 440	The Psychology of Wellbeing & Happiness	3
		PSY 442	Social Psychology	3

Minor Notes:

- Minor electives will normally be offered not less than once every 18 months

COURSES LIST AND CREDITS

Course Code	Course Title	Requirement Type	US Credits
ACC-120	Financial Accounting	Business core	3
ACC-220	Managerial Accounting	Business core	3
ACC-305	Financial Reporting	Finance Major	3
ACC-430	Financial Statement Analysis	Finance Major	3
ACC-445	Corporate Governance	Finance Major	3
ALP-445	Hult Business Challenge	Capstone	3
ALP-455	Hult Founders Lab	Capstone	3
ART-210	Art & Design for Business	Art and Design Elective	3
ART-220	Video in Marketing	Art and Design Elective	3
BAN-346	Advanced Excel	Business Analytics Major	3
BAN-375	Data Analytics	Business Analytics Major	3
BAN-437	Machine Learning	Business Analytics Major	3
BAN-453	Data Management & SQL	Business Analytics Major	3
BAN-464	Data Visualization	Business Analytics Major	3
BUS-101	Navigating the Business Environment	Business core	3
BUS-355	Socially Responsible Business	Business core	3
BUS-410	Business Analytics for Complex Decision Making	All Major	3
BUS-420	Global Strategy	Business core	3
BUS-499	General Business Capstone Internship	Internship	3
COM-150	Storytelling & Persuasion	Business core	3
DSN-201	Fundamentals of Design	Art and Design Elective	3
DSN-210	Design Thinking for Social Impact	Business core	3
DSN-324	The Creative Brief	Art and Design Elective;Design Minor	3
DSN-326	Design fundamentals	Art and Design Elective;Design Minor	3
DSN-328	Design for Business Leaders	Art and Design Elective;Design Minor	3
ECN-101	Principles of Economics	Business core	3
ECN-202	Economic Theory & Application	Business core	3
ECN-375	Business & the World Economy	Global/Regional Elective	3
ECN-379	Economics of Money and Banking	Economics Minor;Global/Regional Elective	3
ECN-435	Behavioral Economics	Economics Minor;Global/Regional Elective	3
ECN-450	Practical Quantitative Economics	Economics Minor;Global/Regional Elective	3
ENG-105	Rhetoric & Argumentation	Business core	3
ENT-200	Principles of Entrepreneurship	Business core	3
ENT-345	Corporate Entrepreneurship	Entrepreneurship Major	3
ENT-355	Entrepreneurial Finance	Entrepreneurship Major	3
ENT-360	Disruptive Innovation	Entrepreneurship Major	3
ENT-410	Changemaking	Entrepreneurship Major	3
ENT-412	Leveraged Buyout & VC Exits	Entrepreneurship Major;Finance Major	3
ENT-415	Family Business	Entrepreneurship Major;Management Major	3
ENT-418	Hacking for Start Ups	Entrepreneurship Major	3
ENT-430	Trends & Innovations	Entrepreneurship Major	3
ENT-435	Entrepreneurial Marketing	Entrepreneurship Major;Marketing Major	3
ENT-437	Tokens: Digital Assets in the Internet-of-Value	Entrepreneurship Major	3
ENT-440	New Product Development	Entrepreneurship Major;Management Major	3
ENT-470	Social Innovation in Finance	Entrepreneurship Major;Finance Major	3

ENT-482	Applied Business Blockchain: Realizing Value	Entrepreneurship Major	3
ENT-485	Innovative Technology & App Development	Entrepreneurship Major	3
ENT-499	Entrepreneurship Capstone Internship	Internship	3
ETH-240	Compassion, Human Suffering & the Ethics of Care	Ethic and Philosophy Elective	3
FIN-200	Principles of Finance	Business core	3
FIN-325	Corporate Finance	Finance Major	3
FIN-345	Financial Markets & Institutions	Finance Major	3
FIN-405	Financial Modeling	Finance Major	3
FIN-415	Risk Management	Finance Major	3
FIN-425	Portfolio Management	Finance Major	3
FIN-432	International Business Finance	Finance Major	3
FIN-450	Finance & Technology	Finance Major	3
FIN-455	Asset Valuation	Finance Major	3
FIN-460	Alternative Investments	Finance Major	3
FIN-463	Mergers & Acquisitions	Finance Major	3
FIN-470	Advanced Business & Financial Analysis	Finance Major	3
FIN-499	Finance Capstone Internship	Internship	3
GLO-101	Exploring Self & Society	Business core	3
GLO-306	Global Crises	Global/Regional Elective	3
GLO-320	Global Culture & Business	Global/Regional Elective	3
GLO-328	Religious Faith & Globalization	Global/Regional Elective	3
GLO-330	Gender & Development	Global/Regional Elective	3
GLO-338	Global Human Rights	Global/Regional Elective	3
GLO-350	Corporate Diplomacy & Geopolitical Risk	Global/Regional Elective	3
GLO-355	Working in Emerging Markets	Global/Regional Elective	3
GLO-365	Activism & Social Movements: A Bay Area Perspective	Global/Regional Elective	3
GLO-370	Comparative World Religions	Global/Regional Elective	3
GLO-373	The Political Economy of Development	Global/Regional Elective	3
GLO-375	The Political Economy of the Public Sector	Economics Minor; Global/Regional Elective	3
GLO-420	Future Societies	Business core	3
HIS-205	Great Britons	Art and Design Elective	3
HIS-220	London & the Atlantic World: Sugar, Cotton & Slaves	Art and Design Elective	3
HIS-235	London: The History of a Business City	Art and Design Elective	3
HIS-245	Trading in Disease: The History of Medicine in Britain	Art and Design Elective	3
HIS-260	History of American Business	Art and Design Elective	3
HUM-120	From Spiderman to Sin City: A History of the Graphic Novel	Art and Design Elective	3
HUM-125	Dark Days: Dystopia in Science Fiction & Popular Culture	Art and Design Elective	3
HUM-135	Psychoanalysis in Film & Popular Culture	Art and Design Elective	3
HUM-200	The Arts in London	Art and Design Elective	3
HUM-231	From Sophocles to Circus: The Performing Arts in London	Art and Design Elective	3
HUM-232	The Arts in Boston	Art and Design Elective	3
HUM-243	Music in/as/and Culture	Art and Design Elective	3
HUM-245	Museums, Galleries & Graffiti: Visual Arts in London	Art and Design Elective	3
HUM-255	Shakespeare & London	Art and Design Elective	3
HUM-260	Writing London: A Readers & Writers Workshop	Art and Design Elective	3
HUM-272	The Business of Film	Art and Design Elective	3
HUM-273	Creative Industries	Art and Design Elective	3
LAW-440	Global Business Law	Business core	3
MAT-105	Quantitative Skills for Business	Business core	3
MAT-210	Introduction to Statistics & Data Analysis	Business core	3
MGT-200	Principles of Management	Business core	3
MGT-345	Managing Human Resources	Management Major	3
MGT-355	Operations Management	Management Major	3

MGT-370	Change Management	Management Major	3
MGT-412	Management Psychology	Management Major;Psychology Minor	3
MGT-428	Managing Diversity & Multiculturalism	Management Major	3
MGT-432	Sports Management	Management Major	3
MGT-442	Media Management	Management Major	3
MGT-443	Project Management	Management Major	3
MGT-446	Fashion Management	Management Major	3
MGT-448	Events Management	Management Major;Marketing Major	3
MGT-450	Leadership	Management Major	3
MGT-453	Hospitality Management	Management Major	3
MGT-499	Management Capstone Internship	Internship	3
MKT-200	Principles of Marketing	Business core	3
MKT-360	Brand Management	Marketing Major	3
MKT-365	Marketing Planning & Strategy	Marketing Major	3
MKT-370	Market Research & Consumer Behavior	Marketing Major	3
MKT-405	Neuro-Marketing	Marketing Major;Psychology Minor	3
MKT-426	Luxury Marketing	Marketing Major	3
MKT-428	Digital Tools for Advanced Marketing Research	Marketing Major	3
MKT-429	Sales Management	Marketing Major	3
MKT-435	Integrated Marketing Communications	Marketing Major	3
MKT-436	Managing Customer Experiences	Management Major;Marketing Major	3
MKT-437	Marketing Analytics	Marketing Major	3
MKT-442	Digital & Social Media Marketing	Marketing Major	3
MKT-499	Marketing Capstone Internship	Internship	3
NNO-101	Emerging Technologies	Business core	3
NNO-302	Autonomous Vehicles	Nano Elective	1
NNO-303	Blockchain	Nano Elective	1
NNO-304	Robotics	Nano Elective	1
NNO-305	Artificial Intelligence	Nano Elective	1
NNO-306	Cybersecurity	Nano Elective	1
NNO-307	Augmented Reality & Virtual Reality	Nano Elective	1
NNO-308	Energy of the Future	Nano Elective	1
PHL-211	Contemporary Ethics	Ethic and Philosophy Elective	3
PHL-215	Creative Problem Solving	Ethic and Philosophy Elective	3
PHL-220	Critical Thinking	Ethic and Philosophy Elective	3
POL-250	Introduction to Political Science	Science and Technology Elective	3
REG-310	Silicon Valley & the Challenge of Constructive Social Change	Global/Regional Elective	3
REG-325	The Political Economy of the European Union	Economics Minor;Global/Regional Elective	3
REG-333	Representations of London	Global/Regional Elective	3
REG-338	The Middle East in the Modern World	Global/Regional Elective	3
REG-342	Contemporary Chinese Culture & Society	Global/Regional Elective	3
REG-365	Doing Business in India: Challenges & Opportunities	Global/Regional Elective	3
REG-370	America & the World	Global/Regional Elective	3
REG-375	Doing Global Business: The Silicon Valley Perspective	Global/Regional Elective	3
REG-381	Doing Business in the Middle East	Global/Regional Elective	3
SCI-256	Robotics, Business & Society	Science and Technology Elective	3
SCI-340	Science of the Mind	Psychology Minor;Science and Technology Elective	3
SCI-360	Introduction to Psychology & Neuroscience	Psychology Minor;Science and Technology Elective	3
SOC-250	Psychology & Sociology of Business	Science and Technology Elective	3
SOC-270	Media Studies	Science and Technology	3

		Elective	
TEC-200	Principles of Digital Technology	Science and Technology Elective	3
TEC-240	Design Engineering	Science and Technology Elective	3
TEC-322	Programming I: Introduction to Programming and Data Structures with Python	Business Analytics Major; Computer Science Minor; Science and Technology Elective	3
TEC-332	Data Engineering	Computer Science Minor; Science and Technology Elective	3
TEC-400	Programming II: Object-Oriented Programming with Java	Science and Technology Elective	3
TEC-441	Web Technologies and Programming	Computer Science Minor; Science and Technology Elective	3
TEC-442	Programming II: Advanced OOP Programming with Python	Computer Science Minor; Science and Technology Elective	3
TEC-442	Programming II: Advanced OOP Programming with Python	Computer Science Minor; Science and Technology Elective	3
THE-499	Senior Thesis	Capstone	3

This catalog will be updated if new courses are approved by the Curriculum Committee.

Not all courses are offered at all campuses. Please refer to the student portal to check which courses will be offered at each campus. Courses will only run if there is enough demand.

COURSE CODE: ACC-120
COURSE TITLE: Financial Accounting
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course introduces the basic principles of financial accounting. Students will develop an understanding of double entry rules, and the application of GAAP (Generally Accepted Accounting Principles) in the preparation of the primary financial accounting statements. Financial statements are prepared to represent the profitability and value of business enterprises. As such, financial statements convey important information to business owners, managers and investors. Business owners and managers make important decisions about the use of cash on hand and the allocation of scarce resources by relying heavily on financial statements and accounting analysis. This course is designed to 1. Provide an introduction to the nature and significance of financial accounting in organizations, 2. Develop an understanding of accounting conventions and Generally Accepted Accounting Principles, 3. Provide students with the skills to record business transactions, make period-end adjustments, and prepare a set of final accounts for a business entity, and 4. Provide an introduction to financial statement analysis.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the accounting principles and the use of the double entry system to record business transactions.

CLO2: Understand and prepare financial statements including the balance sheet, income statement, and cash flow statement, for various types of business.

CLO3: Have a basic understanding of ratio analysis and the effect of various business transactions on profitability and cash flow.

COURSE TOPICS:

1. The accounting equation and the statement of financial position
 2. Accounting concepts and assumptions
 3. The double entry system for assets, liabilities and capital
 4. Balancing-off accounts
 5. The trial balance
 6. Income statement
 7. Statements of financial position
 8. Books of original entry and ledgers
 9. Capital expenditure and revenue expenditure
 10. Bad debts, allowances for doubtful debts, and provisions for discounts on accounts receivable
 11. Depreciation of non-current assets: nature and calculations
 12. Accruals and prepayments and other adjustments for financial statements
 13. The valuation of stock
 14. Statements of cash flow
 15. Accounting ratios, the analysis and interpretation of accounting statements
-

COURSE CODE: ACC-220
COURSE TITLE: Managerial Accounting
CREDITS: 3
ELIGIBILITY: ACC-120, BUS-101
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Managers require accounting information in order to make informed business decisions for the organization. Management Accounting specifically deals with providing information to managers inside the organization so that they can make better decisions, improve performance, plan and control the direction of the organization. This course introduces the theory and practice of management accounting and is divided into three parts. The first part introduces the general area of management accounting and relevant cost concepts. The remaining two parts develop the subject in a logical, step by step manner, such as identifying, measuring and allocating costs for decision making, and planning, budgeting and control. This course is divided into three main parts as follows: 1. Introduction to Management Accounting and Key Concepts, 2. Identifying, Measuring and Allocating Costs for Decision Making (short and medium term), and 3. Planning, Budgeting and Control.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand types of cost and cost behavior and apply cost-volume-profit analysis to analyze business decisions.

CLO2: Understand and apply different costing techniques to help with decision making (marginal costing, absorption costing, relevant costing and ABC costing).

CLO3: Understand the techniques of budget preparation and conduct budgetary control by applying variance analysis.

COURSE TOPICS:

1. Introduction to Managerial Accounting and its concepts
 2. Relevant Costs for Decision Making
 3. Cost- Volume Profit Analysis
 4. Full Costing
 5. Costing and Pricing in a Competitive Environment
 6. Budgeting
 7. Accounting for Control and Variance Analysis
-

COURSE CODE: ACC-305
COURSE TITLE: Financial Reporting
CREDITS: 3
ELIGIBILITY: ACC-220, FIN-200 AND 30 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

Financial Reporting builds on knowledge acquired in the Financial Accounting course. Financial Reporting covers the conceptual framework of accounting with reference to the qualitative characteristics of useful information and the fundamental bases of accounting introduced in Financial Accounting. It also provides an overview of the regulatory framework of accounting and how this informs the standard setting process. The main areas cover the reporting of financial information for single companies and groups in accordance with International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS). In addition, it provides a guideline on the recognition and measurements of accounting transactions based on the specific standards. Finally, the course covers the analysis and interpretation of information from financial reports, as well as the role of corporate governance in financial reporting. This course is essential for students interested in a career in Accounting & Finance, and to prepare students for more advanced courses in Corporate Reporting.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Have a good understanding of the accounting theory, conceptual and regulatory frameworks in the context of financial reporting.

CLO2: Recognize & measure key accounting transactions in the financial statements such as: property, plant and equipment; impairments; intangible assets; finance & operating leases; inventories; construction contracts; provisions, contingent liabilities

CLO3: Prepare financial statements in single company accounts (Statement of Financial Position, Statement of Profit & Loss and Other Comprehensive Income, Statement of Changes in Equity, Statement of Cash Flows) as well as prepare consolidated accounts

COURSE TOPICS:

1. Introduction to Financial Reporting
 2. Published Financial Statements of Companies
 3. Financial Reporting System
 4. Corporate Governance, Sustainability and Ethics
 5. Interpretation of Financial Statements? Ratio Analysis
 6. Property, plant and Equipment (PPE)
 7. Intangible Assets
 8. Current Assets
 9. Liabilities
 10. Leasing? Finance and Operating
 11. Group Consolidation
-

COURSE CODE: ACC-430
COURSE TITLE: Financial Statement Analysis
CREDITS: 3
ELIGIBILITY: ACC-305 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

Financial statements are the principal means for communicating a company's results to stakeholders, including investors, creditors and analysts. These and other parties use the financial reports to assess company performance and analyze its creditworthiness, to forecast future financial performance and to investigate possibilities for acquisitions and take-overs. Also, given the ability of company managers to choose accounting techniques when preparing their reports, users should also be able to undo the effects of these accounting choices and establish an overall understanding of a company in a consistent and comparable way. This course is designed to facilitate understanding of how to use financial information to value and analyze firms. Students will apply their previously acquired skills in economics/accounting/finance to problems from today's business news to understand what is contained in financial reports, why firms report certain information, and how to be a sophisticated user of this information. More precisely, students will learn how to use this financial information to evaluate performance, identify risks and opportunities to make a variety of business decisions and forecast future performance for valuation and/or budgeting purposes. This course is essential for those interested in pursuing a career as a financial analyst, investment banker, consultant or corporate director.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Comment on and critically appraise the nature and validity of the items included in the published financial statements.

CLO2: Analyze and evaluate the performance, position, liquidity, efficiency and solvency of an entity through the use of ratios and similar forms of analysis.

CLO3: Learn how data is used to assess what drives financial performance and to forecast future financial scenarios.

COURSE TOPICS:

1. Financial Statement Analysis: An Introduction
 2. Financial Reporting Standards
 3. Income Statement? preparation, analysis and insights
 4. Balance Sheet? preparation, analysis and insights
 5. Cash Flow Statement? preparation, analysis and insights
 6. Financial Analysis Techniques (Financial Analysis Process, Tools and Techniques)
 7. Earnings Management (Revenue Recognition Red Flags and Expense Recognition Red Flags)
 8. Big Data and Prediction Models (Discretionary Accruals Models and Fraud Prediction Models)
 9. Multinational Operations (Translation of Foreign Currency Financial Statements)
 10. Financial Instruments: Inter-corporate Investments
 11. Employee Share Based Payments
 12. Linking non-financial metrics to financial performance
 13. Financial Reporting Quality
 14. Statement Analysis (Applications)
 15. Forecasting financial statements
-

COURSE CODE: ACC-445
COURSE TITLE: Corporate Governance
CREDITS: 3
ELIGIBILITY: FIN-200 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

Since the collapse/scandals of once mighty corporations in the 1980s, 1990s and earlier this century, regulators have raised the question of how to control out-of-control managers from misusing shareholders assets, and whether maximising shareholder value is an appropriate goal or standard of success for corporations in advanced economies. That is what Corporate Governance studies.

This course is designed to facilitate understanding of what Corporate Governance is, why it has developed and the overall methods and principles adopted by regulators to supervise and control company management.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the history and nature of corporations, and be aware of the problems inherent in the separation of ownership and management.

CLO2: Be familiar with the most egregious examples of corporate mismanagement.

CLO3: Be familiar with the principles and methods adopted by regulators to prevent mismanagement in the future.

COURSE TOPICS:

1. History of corporations and background
 2. Theory of corporate governance (CG)
 3. Development of CG
 4. The Board of Directors
 5. Board Committees
 6. Directors' Remuneration
 7. Relations with Shareholders and disclosure
 8. Accountability, audit and controls in CG
 9. CG approaches
 10. Corporate social responsibility
-

COURSE CODE: ALP-445
COURSE TITLE: Hult Business Challenge
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 75 Credits
PROGRAM MAPPING: Capstone

COURSE DESCRIPTION:

The Hult Business Challenge (HBC) serves as a capstone project for the BBA degree. It is intended to give students experience of real business practice and problems. As part of the challenge, students will develop ideas for overcoming corporate problems, develop and test their ideas, and build a plan that is executable. As with any real-world business challenge, the journey will require discipline and resilience. Students adaptive thinking, talent for influencing, and ability to gain results through collaboration will be put to the test. To be successful, students will need to demonstrate an ability to think and work independently, understand content and context to narrow the scope of the project, search for essential information and state relevant questions, work collaboratively as a team, influence a range of relevant stakeholders and, ultimately present some viable business solutions for the corporate challenge.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Synthesize and apply functional business knowledge from the BBA degree in a practical way.
CLO2: Demonstrate the applicability of Hult core values in business scenarios over an extended time period.
CLO3: Generate answers to complex business challenges, grasping the relationship between failure, iteration, and success.

COURSE TOPICS:

1. Question
 2. Understand
 3. Evaluate
 4. Summarize
 5. Tell
-

COURSE CODE: ALP-455
COURSE TITLE: Hult Founders Lab
CREDITS: 3
ELIGIBILITY: 75 Credits
PROGRAM MAPPING: Capstone

COURSE DESCRIPTION:

Becoming a successful entrepreneur requires one to 1. develop the skills to be an entrepreneur, 2. design and build a solid foundation for a new business venture, and 3. build on that foundation to scale the business. Hult believes that establishing an environment of creativity and innovation is key to creating economic wealth. To this end, the Hult Founders Lab (HFL) focuses on creating a strong, global network for students by building links with entrepreneurs, investors and business experts, who may be able to help launch their business idea, as well as strategic partner universities, alumni, staff and students across different majors for engagement, discussion and networking opportunities. In addition, the Lab offers interactive and practical seminars and workshops to provide students with structured support around the ideas they are developing.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Set up a viable business/ develop an idea into a viable business proposition

CLO2: Pitch to potential investors as well as use relevant platforms to raise capital

CLO3: Take a product or service to market

COURSE TOPICS:

1. Establish an action plan following the pre-selection process
 2. How to start a business and the challenges of a start-up
 3. Workshop 2: Future Proofing Business
 4. Workshop 3: Practical Tools and Customer Development
 5. Workshop 4: Creating awareness of your business and establishing effective selling channels
 6. Workshop 5: Establishing an effective Team and an inclusive business environment
 7. Workshop 6: Aspects of how to raise capital
 8. Workshop 7: Access and methods for Funding-Understanding how to exploit it
 9. Workshop 8: How can I protect my idea(s)?
 10. Workshop 9: Interactive session with young and experienced Entrepreneurs
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COURSE CODE: ART-210
COURSE TITLE: Art & Design for Business
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

Design is all around us, on posters, cards, billboards, packages, presentations, websites, etc. Successful design is a key marketing tool used by businesses worldwide, as it influences people's perception of commercial products even before they reach the shelves. Art & Design for Business offers students an overview of how different industries use visual communication to publicize their products and to establish an identity. The course will be interactive, and project based. Covering both print and digital design, this course aims to equip students with the understanding and technical skills needed to analyze, create and communicate business information visually. In addition, it strongly encourages the development of new ideas through research and case studies in different industries. This course is specifically targeted at business students with an interest in design. Previous knowledge of design is not a prerequisite.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand and be able to articulate how media, materials and processes are used in design work to convey ideas and meaning.

CLO2: Be able to use graphic media, techniques and technology effectively within their own design work.

CLO3: Develop and explain their personal visual language.

COURSE TOPICS:

1. The definition and history of design
 2. Key elements of design
 3. Graphic and print design
 4. Design and marketing
 5. Visual communication and corporate identity
 6. Visual communication and personal identity
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COURSE CODE: ART-220
COURSE TITLE: Video in Marketing
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

Can marketing be an art form? It can when it's done by artists. And one of the most powerful and flexible artistic media available to marketing professionals is video. In this course students will explore the various facets of video as an artistic tool for marketing professionals and explore topics such as concept creation and message development, fundamental script-writing practices, the aesthetic principles of visual composition, metaphoric and symbolic imagery, the principles of visual portraiture, interview and testimonial production to create personal and direct address. Students will learn how these elements are used to communicate a wide range of persuasive, and yet subtly varied, messages. This is not a technical course. Instead, it will be a hands-on production course in which students will use simple means to produce short marketing pieces. Ultimately, students will learn how to use all facets of video to deliver messages in a way that commands attention and impacts markets.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Comprehend the aesthetic principles of video as a medium and demonstrate the effective use of these principles in a variety of formats and contexts.

CLO2: Effectively conduct a comprehensive inquiry into the marketing communication needs, goals, and desires of an actual business client.

CLO3: Show mastery of the fundamental deliverables required in the process of interviewing a client, proposing specific video solutions, and delivering a completed and successful marketing communications video.

COURSE TOPICS:

1. The basics of video
 2. The basics of marketing communications
 3. Interviewing a client
 4. Developing a concept
 5. Treatments
 6. Planning the shoot
 7. Editing
 8. Presentation
-

COURSE CODE: BAN-346
COURSE TITLE: Advanced Excel
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 30 Credits
PROGRAM MAPPING: Business Analytics Major

COURSE DESCRIPTION:

Microsoft Excel continues to be the most widely used analytical tool in every industry, including Silicon Valley. This course focuses on many of Excel's advanced features that will allow students to perform deep analyses - either as standalone or as preliminary top further analysis in other specialized environments such as Python.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Collect, sort and analyze data and build advanced models in Excel to analyze data under complex business scenarios

CLO2: Develop useful tools for cleaning, exploring, and analyzing data in Excel that can be applied to your future efforts in analysis, both academically and professionally.

COURSE TOPICS:

1. Data manipulation
 2. Graphing
 3. Pivot tables
 4. Simple automation (macros)
 5. Excel functions - statistical
 6. Excel functions - mathematical
 7. Excel functions - financial
 8. Excel functions - arrays
 9. Data cleansing using text functions
 10. Modeling
-

COURSE CODE: BAN-375
COURSE TITLE: Data Analytics
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 30 Credits
PROGRAM MAPPING: Business Analytics Major

COURSE DESCRIPTION:

This introductory course focuses on proving fundamentals for data analysis and solving business problems with the use of data. The objective of this course is for participants to gain an understanding of how the utilization of traditional statistics and tools can lead to better decisions by managers and entrepreneurs. The course represents a foundation to many of other Business Analytics courses offer in the program. The course introduces various statistical methods and analysis techniques with a lecture and case-based instruction. This course develops skills for quantitative reasoning, charting categorical data, depicting numerical data, plotting relationships, finding association, correlation and causation among variables.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Collect, sort and analyze data and build basic models in Excel to analyze data under complex business scenarios

CLO2: Apply practically quantitative concepts in key business areas, including but not limited to: Human Resources, Finance, Marketing, Operations, Quality Control and Sales

COURSE TOPICS:

1. Spreadsheet Modeling and Introduction to Data
 2. Distributions, Relationships, and Data
 3. Describing Categorical and Quantitative Data
 4. Visualizing Data
 5. Association between Categorical and Quantitative Variables
 6. Introduction to Probability
 7. Random Variables
 8. Probability Models for Counts
 9. The Normal Probability Model
-

COURSE CODE: BAN-437
COURSE TITLE: Machine Learning
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 45 Credits
PROGRAM MAPPING: Business Analytics Major

COURSE DESCRIPTION:

This course focuses on the core theory and application of classification and clustering techniques, feature selection, and performance evaluation. Algorithms discussed include logistic regression, support vector machines (SVM), k-Nearest Neighbors (kNN), Naive Bayes, association rules (a priori algorithm), decision trees, neural networks, clustering, and ensemble methods. Using tools available in Python and R, this course also provides a broad introduction to machine learning, data-mining, and statistical pattern recognition. Topics include: supervised and unsupervised learning, as well as best practices in machine learning. The course will also draw from numerous case studies and applications, so that students will gain experience with application of the theory to key predictive and descriptive analytics problems in business intelligence. Special attention is drawn to practical issues such as class imbalance, noise, missing data, and computational complexity.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain the relative strengths and weaknesses of different machine learning methods
CLO2: Apply machine learning techniques to a selected problem

COURSE TOPICS:

1. Supervised learning
 2. Unsupervised learning
 3. Learning theory (bias/variance tradeoffs)
 4. Reinforcement learning and adaptive control
 5. Design and analysis of machine learning experiments
 6. Business Applications of Machine Learning: autonomous navigation, text and web data processing, speech recognition, bioinformatics
Social and Ethical issues
 7. How machine learning is used in artificial intelligence applications.
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COURSE CODE: BAN-453
COURSE TITLE: Data Management & SQL
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 45 Credits
PROGRAM MAPPING: Business Analytics Major

COURSE DESCRIPTION:

Understanding and analyzing data is a critical component of business decision-making. In order for data to lead to actionable insights, one must understand how to manage data in a relational database system and turn the data into purposeful information. This course will offer an overview of relational databases, methodologies for selecting and summarizing columns from database tables, and the use of basic comparison operators to combine multiple data criteria. Additional topics include the use of aggregate functions, and sorting, grouping and joins will also be introduced. Students will also develop basic applied proficiency in using Structured Query Language, or SQL, which is a standard database management language widely used for manipulation of data in relational databases, and is particularly helpful in retrieving data from their native environments

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Develop an understanding of data modeling and how to interpret the business significance of data

CLO2: Acquire an understanding of relational database management systems and the theories and techniques to develop database systems

COURSE TOPICS:

1. Introduction to Database management systems
 2. Making your data useful
 3. Database design and the entity-relationship model
 4. Structured Query Language
 5. Data and decision making
 6. Ethical and social issues in data collection and management
 7. Building SQL queries in a corporate ERP environment.
-

COURSE CODE: BAN-464
COURSE TITLE: Data Visualization
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 45 Credits
PROGRAM MAPPING: Business Analytics Major

COURSE DESCRIPTION:

The ultimate value of data is to help leaders make better decisions, which calls for being able to quickly and unambiguously extract the key insights hidden in data. Data visualization techniques and tools enable us to summarize data details and patterns into graphically- expressed representations, which lend themselves to actionable conclusions. The way we present data this to stakeholders may be the difference between a well-informed or very misguided decision. This course covers the concepts involved in visualizing data for decision makers, including visualization techniques, data structure, color theory, dash-boarding tools, presentation structure, as well as audience roles and learning styles. Students will learn to produce data-driven decision support using visual representation methods and techniques.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Appreciate the roles internal partners and stakeholders play in preparing quantitative analysis, and identify the most value-added efforts to take before data is presented

CLO2: Understand the different channels by which the audience absorbs a presenter's information, and how to cater to diverse learning styles

COURSE TOPICS:

1. Why is Data Visualization Important?
 2. Organizational Roles
 3. Audience Learning Styles
 4. Data Visualization Design
 5. Choosing Charts
 6. Tools: Tableau
 7. Analysis using KPIs
 8. Presentation Structure
-

COURSE CODE: BUS-101
COURSE TITLE: Navigating the Business Environment
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course offers an introduction to the study of business in a global environment in the 21st century. What is business and how is it studied? What are the key functional areas of business? What internal and external variables shape the business environment, and how can these variables be adapted and moulded to craft successful business strategies? Students are asked to understand the fundamental drivers of the business environment, and to apply them in a variety of settings, including extensive analysis of contemporary cases and a competitive marketplace simulation.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamental components of the business environment and the internal and external drivers for change implicit to it.

CLO2: Identify competing interests among stakeholders and understand the implications of those competing interests.

COURSE TOPICS:

1. Micro business environment
 2. Environmental analysis
 3. Strategy and strategic analysis
 4. Change and change management
 5. Sociocultural and demographic environment
 6. Technology and information environment
 7. Ethical environment
 8. Political environment
 9. Legal environment
 10. Globalization and the global environment
 11. The natural environment
 12. Additional topics at instructor's discretion
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COURSE CODE: BUS-355
COURSE TITLE: Socially Responsible Business
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

In today's complex business environment, the need for enlightened, ethical leadership, capable of building and sustaining trust with all its constituencies, is critical to the realization of strategic and organizational goals. With their expansive geographical reach and immense resources, there are multi-national companies that generate more revenues than some countries and, with their ability to cross borders and coordinate globally, can accomplish more than some governments. Yet, at present there are no systematically applied, universally accepted business principles that govern how companies should carry out this role. This course focuses on the role of the manager and the corporation amidst increasing expectations of greater social and environmental accountability.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand and apply prominent business ethics theories.

CLO2: Understand competing approaches to corporate responsibility and the impact of corporate irresponsibility.

CLO3: Analyze and criticize business ethics at the individual and corporate level.

COURSE TOPICS:

1. Introduction to and definitions of CSR
 2. Approaches to ethics and ethical decision making
 3. Factors contributing to unethical behavior by and within organizations
 4. Responsibility for shareholders
 5. Stakeholder theory
 6. Responsibility for the natural world
 7. Responsibility for employees
 8. Responsibility for information
 9. Responsibility for customers
 10. Employee responsibility and whistleblowing
 11. Responsibility in international labor markets (outsourcing)
 12. Global differences in CSR 13 Additional topic at instructor's discretion
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COURSE CODE: BUS-410
COURSE TITLE: Business Analytics for Complex Decision Making
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 45 Credits
PROGRAM MAPPING: All Major

COURSE DESCRIPTION:

In today's increasingly interconnected world, leaders must make complex decisions, frequently with considerable uncertainty. This course will help students understand the challenges of decision making in the modern business environment, how to use data effectively to inform decisions and how to utilize both classic techniques and software-based approaches to arrive at sound decisions. Specifically, students will learn how to think about decision-making, how to use data analysis software to find and interpret the relationships between variables of interest in business decisions, how to use traditional decision-making techniques, how to build optimization models and decision support algorithms to make better informed decisions, and how to perform sensitivity analysis to assess the degree to which they can be confident in the decisions they make.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify patterns in data.

CLO2: Develop, apply, interpret and assess the limits of decision-making models for structured and unstructured problems.

CLO3: Leverage concepts, methods and tools from the fields of data analysis, data modeling and decision-making to make effective business decisions.

COURSE TOPICS:

1. Rational choice and bounded rationality
 2. Introduction to classic game theory models and their application
 3. Data analysis and data visualization
 4. Introduction to building models/best practices in modeling
 5. Optimization models
 6. Sensitivity analysis and other product mix models
 7. Blending and transportation models
 8. Scheduling and aggregate planning models
 9. Financial models and integer optimization
 10. Non-linear models
 11. Lookups, tables and pivot tables
 12. Simple and multiple regression and interpreting regression coefficients
 13. Include/exclude decisions and prediction
 14. Time series forecasting
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COURSE CODE: BUS-420
COURSE TITLE: Global Strategy
CREDITS: 3
ELIGIBILITY: 75 Credits
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Global Strategy is the capstone course in the business core curriculum, and students must complete this course in their final year of study. The course is designed to build on and integrate previous coursework in the functional areas of business decision-making. Rather than focusing on day-to-day management problems, the course emphasizes long-range policy formation and the implementation of global strategies from the perspective of top management across different types of firms including international profit-making corporations, public corporations, and not-for-profit organizations. Through the course, students will build greater appreciation of the global environment in which businesses operate and learn key models to analyze global business situations. Students will have opportunities to apply those models, extending their analysis and strategic-decision-making skills. The topics covered in the course will encompass a wide range of issues, including internationalization and globalization; strategic purpose; the challenges of multi-national enterprises; stakeholder analysis; market entry strategies; sources of national competitive advantage; national cultures and cross-cultural management; and strategy implementation issues in a global context.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

- CLO1: Gather data relevant to company performance and strategy, considering all relevant stakeholders, and assess its quality, reliability, and perspective.
CLO2: Utilize key analytic frameworks for strategy to assess current (short-term) and future (long-term) strategic challenges in a global context.
CLO3: Apply transformative thinking (i.e., diversify perspectives, deepen context, and consider alternatives) to develop strategic options.
CLO4: Develop and utilize relevant decision criteria (e.g., assessment of human and financial resources, company know-how and culture, ethical considerations, etc.) to assess strategic options.
CLO5: Convincingly frame strategic recommendations to achieve buy-in and minimize push-back from relevant stakeholders.

COURSE TOPICS:

1. Strategic Implications of Globalization
 2. Strategic Purpose and Fundamentals of Global Strategy
 3. Analyzing International Markets and Country Conditions
 4. Competitive Advantage Analysis
 5. Developing Global Competitive Advantage
 6. Working with Risk in Strategy Making
 7. Global Management: Creativity and Innovation
 8. Global Management: Marketing
 9. Global Management: Operations and Supply Chain
 10. Global Management: International Human Resource Management
 11. Implementing Strategy: Corporate Performance and Governance
 12. Strategy for the long-run: Ethics, Sustainability, and Corporate Responsibility
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COURSE CODE: BUS-499
COURSE TITLE: General Business Capstone Internship
CREDITS: 3
ELIGIBILITY: ACC-220, ENT-200, FIN-200, MGT-200, MKT-200, BUS-355 AND 75 Credits
PROGRAM MAPPING: Internship

COURSE DESCRIPTION:

The Capstone internship provides the opportunity for students to gain first-hand experience working in organizations with the expectation that such experiences will enable students to apply the knowledge learned during their studies to real life organizational contexts. An internship also offers students the opportunity to work with someone who can become a mentor for them, not only during the internship, but throughout their career. It is expected that such an experience can further benefit students in areas such as career exploration, leadership and development, networking and establishing professional relationships and resume enhancement.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how concepts learned during their studies apply and translate in real world business practices.

CLO2: Critically analyze and evaluate the organization's activities, practically apply concepts and propose recommendations accordingly.

CLO3: Reflect on their internship experiences in terms of lessons learnt and personal development.

COURSE TOPICS:

1. Career Development
 2. Leadership & Skill Development
 3. Networking and Establishing Mentors & References
 4. Resume Enhancements
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COURSE CODE: COM-150
COURSE TITLE: Storytelling & Persuasion
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course introduces students to the principles, processes, and practice of effective business communication and equips them with key skills for successfully engaging in professional settings. Students will learn to cultivate their personal value proposition and brand. They will learn how to frame and reframe messages, persuade, and negotiate with others. And, they will learn strategies and techniques to deliver clear, concise, and compelling presentations in both formal and informal contexts.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Present clearly, confidently, and convincingly in both formal and informal contexts.

CLO2: Cultivate and convey their value propositions and personal brands through written and oral communication.

CLO3: Advance their interests and ideas in professional settings.

COURSE TOPICS:

1. Building your brand and personal value proposition
 2. Drawing on your strengths to communicate effectively in personal and professional settings
 3. Knowing and adapting to your audience in personal and professional settings
 4. Speaking in public
 5. Framing and reframing arguments and issues
 6. Influence theories, tactics, and principles of persuasion, including authenticity and personal appeal
 7. Routes to credibility in persuading others
 8. The ethics of persuasion
 9. Leveraging data visualization and infographics effectively
 10. Building a great slide deck
 11. Pitching new ideas and new ventures
 12. Negotiation: Basic tools and techniques and the importance of BATNA
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COURSE CODE: DSN-201
COURSE TITLE: Fundamentals of Design
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

Fundamentals of Design will give students a working knowledge of the design techniques used to communicate in a global society. Topics will include examining accepted design principles, production considerations as well as the skills used by today's visual practitioners. This class will enhance a student's presentations, improve the level of comprehension among their audiences and aid in their planning and idea development process. This course follows 4 tracks each representing separate disciplines within the design environment. Track 1 involves thinking on a conceptual level. Track 2 heightens observation. Track 3 triggers creativity and imagination. Track 4 confronts real world challenges.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Visually portray information in a manner that enhances understanding.

CLO2: Appreciate and understand how to harness the power of advertising, design, branding and production.

CLO3: Appreciate and understand the nature of the creative process.

COURSE TOPICS:

1. A brief history of visual communication & design
 2. Imagination
 3. Persuasion
 4. Design basics
 5. Layout
 6. The power of images
 7. Packaging
 8. Design & Intellectual Property
 9. Personal Branding
 10. Class Review
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COURSE CODE: DSN-210
COURSE TITLE: Design Thinking for Social Impact
CREDITS: 3
ELIGIBILITY: 15 Credits
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course will focus on a socially relevant theme or problem. Students will spend some time familiarizing themselves with the issue through encounters with theoretical and empirical research. Using a design thinking framework, students will familiarize themselves with the relevant social, political, and economic dynamics, research and consult with the affected communities or stakeholders, clarify and define the problem space, craft a meaningful and actionable problem statement, and using a range of ideation techniques develop a prototype for testing by potential users. Having developed a prototype, students will spend the latter third of the course preparing and ultimately presenting a proposal template on which they may base future applications for funding to granting agencies and start-up incubators.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate the dynamics and challenges of addressing a specific area of global social need.

CLO2: Employ design thinking strategies to develop business solutions to specific problems in the social innovation sphere.

CLO3: Identify the funding opportunities available to for-profit and non-profit social entrepreneurs and develop and prepare the elements of a successful funding proposal.

COURSE TOPICS:

1. Theoretical frameworks for analyzing global social needs
 2. Empirical data collection and analysis
 3. Principles of design thinking
 4. Strategic development
 5. Problem definition and ideating solutions
 6. Prototype development and testing
 7. Stakeholder analysis
 8. Identifying funding opportunities
 9. The sustainable social enterprise
 10. Social enterprise stability
 11. Long-term deployment strategies
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COURSE CODE: DSN-324
COURSE TITLE: The Creative Brief
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Art and Design Elective; Design Minor

COURSE DESCRIPTION:

A project-based course that covers contemporary methods and tools for creative development and design. We learn to identify, generate, develop, manage and nurture creativity in the realm of business by engaging with real clients and using the techniques and tools that are used by design professionals. By the end of the course, we'll be able to not only apply these to specific briefs that require it, but also to any existing solutions and proposals coming from a large variety of business sectors and engaging with a diverse team of practitioners who may or may not be familiar with the creativity's potential.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate a deep knowledge of the value of creativity in business.

CLO2: Demonstrate creative thinking ability in the context of design & business.

COURSE TOPICS:

1. Creativity's role in design & business
 2. Identifying customer needs creatively
 3. Creative Concept generation
 4. Creativity tools for improving existing solutions and proposals
 5. Managing and nurturing creativity in business
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COURSE CODE: DSN-326
COURSE TITLE: Design fundamentals
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Art and Design Elective; Design Minor

COURSE DESCRIPTION:

Design fundamentals offers students an overview of how different industries use visual communication to publicize their products and to establish an identity. Students develop technical abilities to amplify content through composition, symbolism and experimentation. Emphasis is on the basic design principles as related to graphic design problems. The course will be interactive, and project-based and introduces students to the principles of design that are central to visual problem solving. The course covers digital design theory and practice, to equip the student with a basic understanding needed to analyze, create and communicate personal, as well as business information, visually. This course is targeted at business students with an interest in design.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the ways in which principles of design and composition, have informed the creation of design images throughout the modern era.

CLO2: Demonstrate effective use of principles of Composition, typography and colour, for presentations of visual assets.

COURSE TOPICS:

1. The history of design brief overview
 2. Key elements and principles of design.
 3. Introduction to "design thinking"
 4. Design software (adobe)
 5. Visual communication and personal identity
 6. Design and marketing
 7. Design and corporate identity
 8. Overview of UX & UI
 9. Print design
 10. Web design
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COURSE CODE: DSN-328
COURSE TITLE: Design for Business Leaders
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Art and Design Elective; Design Minor

COURSE DESCRIPTION:

Design plays a strategic role identifying, defining and creating the artifacts that make the business enterprise.

This course will provide student a grounding in user-centered design principals, methods and practices

that are universal among design disciplines and essential to grasp when managing the design and innovation function within an organization.

This course will introduced to key design professions: architecture, industrials design, service design, brand

design, communications design and user interface/interaction design. Design inputs such as human factors

and visual design principals will be introduced.

Practical experience will be gained through a semester long project that will include elements of strategic

brand design, graphic identity design, web design and industrial design.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Foundational knowledge of design principals, methods and practices that are universal to design

disciplines that may be encountered in managing the design and innovation function.

CLO2: Experience with a structured creative project, making key deliverables to a scheduled design process proficiently and on time.

COURSE TOPICS:

COURSE CODE: ECN-101
COURSE TITLE: Principles of Economics
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course is an introduction to economics principles and business fundamentals and covers key concepts and issues in both Macroeconomics and Microeconomics. This course is suitable for students with no previous study in the subject, a prerequisite for other economics courses and a required part of the business core program. The course is a non-technical primer for non-economics students who need a basic economic literacy to understand real world economic phenomena. It is followed by Economic Theory & Application, which advances this basic knowledge by adding critical perspectives, new trends in economic thinking, more complexity and developing the application of economic ideas to real world (especially contemporary) phenomena.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Display an understanding of basic conceptual tools and models of both microeconomics and macroeconomics.

CLO2: Display an ability to deploy economic concepts to describe and analyze microeconomic and macroeconomic phenomena.

CLO3: Display awareness of the ethical dimension of economic phenomena and thinking.

COURSE TOPICS:

1. Introduction to economic reasoning
 2. Supply and demand
 3. Firms and production costs
 4. Markets and market structures
 5. Economic growth and business cycles
 6. Measuring the aggregate economy
 7. Modeling short-run fluctuations
 8. Modeling growth in the long-run
 9. Modeling the fiscal economy and money supply
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COURSE CODE: ECN-202
COURSE TITLE: Economic Theory & Application
CREDITS: 3
ELIGIBILITY: ECN-101
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Economic Theory & Application is a continuation of Principles of Economics and is also aimed at non-economists. It is not a standard intermediate economics course but aims to deepen students understanding of economic concepts in a direction appropriate for non-economic majors and particularly business students. The course aims to advance students understanding by adding some more complexity and extending basic analysis to themes not covered in the Principles of Economics course, and by adding critical perspectives and new trends in economic thinking with the goal of deepening the application of economic ideas to real world (especially contemporary) phenomena.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Display an ability to deploy economic concepts to analyze real world (macro- and micro-) economic phenomena and problems?with attention to key problems and issues in the contemporary world economy.

CLO2: Display an understanding of and ability to critically discuss and assess, economic concepts and key disputes between competing models and policies.

CLO3: Display a critical awareness of the ethical and ecological implications of economic phenomena, policy and concepts.

COURSE TOPICS:

1. Individual choice and behavioral economics
 2. Social welfare and measuring individual well-being
 3. Market failures, externalities, and the economics of regulation
 4. Monopolies, oligopolies, and anti-trust policy
 5. Inflation, deflation, and monetary policy
 6. Fiscal policy, deficits, and debt
 7. Financial crises, panics, and recessions
 8. Labour markets, jobs, and unemployment
 9. Income distribution and inequality
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COURSE CODE: ECN-375
COURSE TITLE: Business & the World Economy
CREDITS: 3
ELIGIBILITY: ECN-101, ECN-202 AND 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

The course is the final of three required economics courses in the BBA program, and builds on knowledge acquired in previous courses on micro- and macroeconomics where students were introduced to key features, trends and theories of the world economy, international economic policy and transnational business. This is not a standard International economics course. It is non-technical, real-world focused and incorporates ideas and themes from other disciplines, unlike narrower courses intended to train economists. Particular attention is devoted to debates on contemporary trends in the world economy and their ethical implications.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate an understanding the key dynamics, relationships and processes shaping the contemporary world economy: this includes international trade, production and monetary-financial relations.

CLO2: Display knowledge of key historical developments in the world economy, sufficient to place contemporary trends and debates in comparative perspective and thus give theoretical and historical depth to their understanding.

CLO3: Understand and be capable of engaging in key debates on issues such as: trade and protectionism; national policies of adjustment and exchange rate regimes; international finance and money policy; the globalization of production; liberalization and deregulation of markets; processes of 'financialization' and associated crises, and attempts to respond to them; politics and economics of international economic institutions, such as the EU the IMF and WTO.

COURSE TOPICS:

1. Introduction to key features of the world economy – including globalisation and historical context
 2. National Differences in Political Economy
 3. Political Economy of Economic Development and the 'Catch-up' capitalist model
 4. International Trade Theory
 5. Political Economy of International Trade
 6. Regional Economic Integration
 7. Production and investment – the forces of concentration and clustering
 8. Production and investment – Foreign Direct Investment and Transnational production
 9. International money and payments – the basics of exchange rates, foreign exchange markets and balance of payments (including discussion of Forex markets)
 10. International monetary systems – and the contemporary global monetary and financial order—trends and policy (including 'Open Economy Macroeconomics, the 'trilemma' and policy co-ordination problems and issues of capital account liberalisation).
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COURSE CODE: ECN-379
COURSE TITLE: Economics of Money and Banking
CREDITS: 3
ELIGIBILITY: ECN-101, ECN-202 AND 30 Credits
PROGRAM MAPPING: Economics Minor; Global/Regional Elective

COURSE DESCRIPTION:

The Economics of Money and Banking course is intended to provide a more detailed discussion of the key issues in the theory and practice of monetary policy, central banks, financial markets, financial institutions and their impact and influence on the economy and policy-making. Students will also be exposed to the impact of central bank policies on financial institutions. Current macroeconomic trends influenced by central bank policies will be covered, discussed, and evaluated.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate an understanding of the the main elements of the financial system by applying both micro and macro theory to real-world situations in the areas of money and banking, and additionally be able to outline and give detailed justifications of the main goals of monetary policy

CLO2: Assess the relative merits of different countries' monetary policy institutions. Critically discuss and debate a range of current monetary issues. Express their views about pertinent monetary and fiscal issues and evaluate the effectiveness of such policies.

COURSE TOPICS:

1. The causes of the global financial crisis
 2. Banking and financial intermediation
 3. The transmission mechanism of monetary policy
 4. The market for reserves and the instruments of monetary policy
 5. Foundations of the demand for money and money creation
 6. Rules for interest-rate policy
 7. Fiscal and monetary policy linkages: government debt and inflation risks
 8. Nominal rigidities, the real effects of monetary policy
 9. Policymaking under uncertainty
 10. Monetary policy at the interest-rate lower bound: forward guidance and quantitative easing
 11. Market liquidity, funding liquidity and asymmetric information
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COURSE CODE: ECN-435
COURSE TITLE: Behavioral Economics
CREDITS: 3
ELIGIBILITY: ECN-101, ECN-202 AND 45 Credits
PROGRAM MAPPING: Economics Minor; Global/Regional Elective

COURSE DESCRIPTION:

"This course connects the fields of psychology, economics, and game theory to present transformation in explaining the behavior of economic agents from the assumption of perfect rationality towards observed patterns of economic behavior and decisions that are not based on such strict assumptions.

The goal of the course is for students to learn about the differences between conventional economic understanding of agents' decision-making and how the latter actually decide. The course will present knowledge and skills to observe, analyze and understand decision-making process of economic agents given the environments where the respective decisions are taken."

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Recognize ideas, concepts, theories, and findings from the respective subfields of study and be able to apply these ideas and findings when solving real-life problems (e.g., questions of public policy, ethics, problems in consumer choice, marketing, finance, management)

CLO2: Be able to present provide a sound and informed opinion on fundamental issues in economic decision making (e.g., freedom to choose, rationality, self-interest, altruism, fairness, preference developments)

COURSE TOPICS:

1. Values, Preferences and Choices
 2. Beliefs, Heuristics and Biases
 3. Mental Accounting
 4. Decision Making and Uncertainty
 5. Bracketing Decisions
 6. Representativeness and Availability
 7. Confirmation and Overconfidence
 8. Decisions under Risk and Uncertainty
 9. Inter-temporal Choice
 10. Strategic Interaction
 11. Behavioral Game Theory
 12. Social Preferences
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COURSE CODE: ECN-450
COURSE TITLE: Practical Quantitative Economics
CREDITS: 3
ELIGIBILITY: ECN-101, ECN-202 AND 45 Credits
PROGRAM MAPPING: Economics Minor; Global/Regional Elective

COURSE DESCRIPTION:

Quantitative Economics provides student with a broad overview of the key quantitative tools used by modern economists. The aim of the course is promote an intuitive understanding, rather than delve too deeply into the theory. This will allow students to understand the strengths and weaknesses of various mathematical and statistical techniques, and allow them to apply them using real-world data.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate an understanding of mathematical and statistical techniques, their uses and limitations

CLO2: Demonstrate facility with implementing the techniques covered in the course using statistical software on real-world datasets.

COURSE TOPICS:

1. Overview of Statistical Reasoning, and Introduction to Causal Inference
 2. Review of probability and bayesian analysis
 3. Simple Regression Analysis
 4. Properties of Regression Coefficients and Hypothesis Testing
 5. Regression Models
 6. Standard Errors, serial correlation, clustering and bootstrap
 7. Binary Models, Likelihood based inference, numerical optimisation in practice
 8. Introduction to practical problems in Applied analysis
 9. Post-estimation diagnostics (goodness of fit, tests for functional form tests for normality of errors, Leverage, influential observations, and tests for outliers
 10. Panel Data models
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COURSE CODE: ENG-105
COURSE TITLE: Rhetoric & Argumentation
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course covers the skills necessary for successful engagement in university-level writing, including essay organization, summarizing and synthesizing information, incorporating supporting evidence, developing compelling position statements and responding to counter-arguments. The emphasis is on producing persuasive writing and argumentative essays on a chosen theme. Students will also learn to employ a range of reading strategies to critically engage with academic material. They will be encouraged to consider the audience and purpose of their writing in the choices they make about the formality, complexity and connotation of language used.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Write well-organized, multi-paragraph compositions incorporating clear position statements, supporting evidence, and logical reasoning.

CLO2: Use rhetorical skills to write clear, persuasive academic prose on a chosen theme.

CLO3: Use a range of reading strategies to analyze academic material.

COURSE TOPICS:

1. Identifying main idea, purpose, and audience in reading
 2. Narrative versus descriptive writing
 3. Writing academic summaries
 4. Reading strategies
 5. The writing process, essay organization and argumentation
 6. Thesis/position statements
 7. Paragraph organization (topic sentences, support, and analysis)
 8. Introductions and conclusions
 9. Proofreading (sentence structure, subject-verb agreement, verb form/tense)
 10. Register and tone: degrees of formality in writing
 11. Persuasive writing
 12. Integrating sources and APA citations
 13. Rhetorical skills
 14. Selected grammar topics
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COURSE CODE: ENT-200
COURSE TITLE: Principles of Entrepreneurship
CREDITS: 3
ELIGIBILITY: COM-150
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Are you an entrepreneur? That is the question many individuals are asking in this age of corporate downsizing and follow-your-dream philosophy, in the post dot-com age of the entrepreneurial startup. This course is a good platform for those who plan to start, or who have already started, their own business. In this course, students learn the essential attributes of an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business. But it also takes more than a good business plan and money to succeed. Entrepreneurs must understand that the strengths that helped them to success as a start-up often become liabilities to overcome when moving a business to the next level. Entrepreneurship has been recognized as an important driving force for economic development and innovation. Both the characteristics of entrepreneurial firms and the entrepreneurs have been widely discussed. In this class, students are provided with an understanding of a broad range of contemporary work on entrepreneurship and entrepreneurs. This is a very pragmatic and case-focused class on entrepreneurship, taught by a practitioner. There will be multiple guest speakers and a strong emphasis on real-world examples.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify, analyze and evaluate entrepreneurial opportunity and risks.

CLO2: Establish goals, leverage limited resources and devise a strategy to achieve those goals.

COURSE TOPICS:

1. Introduction to the course and to the nature of entrepreneurship
 2. Defining Entrepreneurship
 3. Sources of new ideas Defining Opportunity; An Opportunity is Different from a Business Concept; Foundations and Categories of Opportunity; Evaluation of Emerging Market Analysis
 4. Entrepreneurial Strategy
 5. Business Plan(s)/ Lean Canvas
 6. Consequences of Failure/ Executing Pivots
 7. Entrepreneurial Finance / Business Models Sources of Capital
 8. Customer Acquisition and Fundraising
 9. Breakeven analysis / Performance
 10. Aspects of venture/Business Valuation Five Business Models
 11. Disruptive Innovation
 12. Understanding the Mega Trends and the GIG Economy
 13. Go-To-Market
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COURSE CODE: ENT-345
COURSE TITLE: Corporate Entrepreneurship
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

Corporate Entrepreneurship is designed for students interested in stimulating and preserving creativity and innovation in established organizations. Topics include the forces affecting the nature and rate of innovation, the advantages and disadvantages of existing organizations in pursuing innovation objectives and the choices made by managers at different levels in the organization that promote or hinder creativity and its successful exploitation. This course aims at preparing entrepreneurial business managers who possess a thorough understanding of innovative practices and approaches to innovation, as well as a motivation to pursue innovation strategies within existing organizations.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Develop an understanding of the difference between causal and effectual thinking and how corporate entrepreneurship is different from start-up entrepreneurship.

CLO2: Apply systems thinking, creativity, and critical analysis to overcome barriers to entrepreneurship and stimulate innovation in established companies.

COURSE TOPICS:

1. The Entrepreneurial Revolution
 2. Entrepreneurial DNA and leadership style
 3. Effectuation: Decision-Making Style
 4. Organizational Architecture
 5. Entrepreneurial Culture
 6. Managing Entrepreneurial Organizations
 7. Strategy: Developing vision (Strategy in mature markets; Product portfolios; Acquisition and diversification; Conglomerates)
 8. Strategy (Blue Ocean Strategies; Value Innovation; Strategy Canvas)
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COURSE CODE: ENT-355
COURSE TITLE: Entrepreneurial Finance
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

Entrepreneurship is a popular topic of discussion among businesspeople, financiers, economists and policymakers. At a macro level, economists and policymakers have increased their attention to entrepreneurial enterprise because of its importance to economic growth, the significance of entrepreneurial businesses in job creation, and the role of business owners in aggregate saving and wealth accumulation. We define an entrepreneur as the person who puts the pieces together, identifies the new opportunity, connects the dots and brings about change. Entrepreneurship may take place in small start-ups as well as large established firms. The entrepreneur may be the inventor, the financier, the manager or somebody else entirely. The capital market for financing such entrepreneurs differs greatly from the capital markets considered in standard corporate finance. First, start-ups are young, mostly unprofitable companies, with short operating histories and little capital. Young firms face exceptionally high degrees of uncertainty and constricted financing. This position creates difficult decisions about financial contracting, keeping in mind that today's financial decisions may have implications for future opportunities and choices. Second, capital markets for privately held companies are predominantly deal markets where terms and valuations are negotiated on a case-by-case basis, where investors can add value and are actively involved with the companies they finance. Throughout the course, we emphasize financial opportunities and decisions of entrepreneurs and private equity investors investing in these entrepreneurs. The course uses a two-pronged approach to the study of entrepreneurial finance. First, we will analyze principles of corporate finance, valuation, coordination and control of firms, with an eye toward developing the tools and concepts of entrepreneurial financial management. Second, we will use cases on firms at different stages of their life cycle to illustrate how these tools and concepts may be applied in practice. In following these two approaches, we will examine the case dynamics and decisions from the viewpoint of both the entrepreneur and that of the investors to understand their motivations, objectives, and considerations. Entrepreneurial Finance and Private Equity investing are intrinsically linked. As an entrepreneur, you cannot negotiate effectively without understanding the investor's modifications. As an investor, you cannot evaluate a potential opportunity without appreciating the entrepreneur's perspective.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify and capture opportunity.

CLO2: Pitch a project to Private Equity, Venture Capital and other potential sources of external finance.

COURSE TOPICS:

1. What is Financial Entrepreneurship
 2. Role of Financial Information
 3. Identifying and capturing opportunity
 4. Doing Deals
 5. Skills, Luck and the success equation
 6. Venture Capital
 7. Exit Strategy, IPOs and Growth
 8. Alternatives to traditional finance
 9. Franchising, Joint ventures, co-branding and licensing
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COURSE CODE: ENT-360
COURSE TITLE: Disruptive Innovation
CREDITS: 3
ELIGIBILITY: ENT-200 AND 30 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

Disruptive Innovation offers students an insight into how senior executives could adopt innovative frameworks that offer guidance on how to approach their challenges to create innovative growth solutions. The course will offer students an insight into how companies tend to innovate faster than their customers' needs evolve, with most organizations eventually ending up producing products or services that are too sophisticated, too expensive and too complicated for many customers in their market. Companies tend to pursue these sustaining innovations at the higher tiers of their markets because this is what has historically helped them succeed. By charging the highest prices to their most demanding and sophisticated customers at the top of the market, companies will achieve the greatest profitability, however, by doing so, companies unwittingly open the door to disruptive innovations at the bottom of the market. An innovation that is disruptive allows a whole new population of consumers at the bottom of a market access to a product or service that was historically only accessible to consumers with a lot of money or a lot of skill. This course is designed to facilitate understanding of how great firms fail by examining insights from various industry perspectives. Students will learn how firms can make themselves more flexible so that they can respond to rapid change and the trade-offs this imposes, how firms choose among multiple attractive innovation projects and give responsibility for disruptive technologies to organizations whose customers need them, how to discover new and emerging markets and how to appraise different organizations capabilities and incapability.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Analyze and evaluate the complexities of the incumbent's dilemma to Disruptive Technology.
CLO2: Demonstrate knowledge of the frameworks that differentiate between disruptive and incremental innovations by examining market and technological forces.
CLO3: Devise and test disruptive innovation strategies through practical case studies and make recommendations on how to capture future markets.

COURSE TOPICS:

1. Disruptive Innovation History & Frameworks
 2. Competitive implications of market & tech
 3. Industrial implications of tech innovation
 4. Creative Management and Strategy
 5. Systematizing innovation "What's Next"
 6. Determining the influencer
 7. Experimenting with markets
 8. Executing Innovation
 9. Incentivizing and organizing innovators
 10. Negotiating innovation for growth
 11. Value Dimensions of Innovation
 12. Digital Disruption in industries
 13. Technology Adoption and Diffusion
 14. Corporate implementation
 15. Organizing innovation: firms & communities
 16. Ecosystems of innovation
 17. Exploiting innovations
 18. Dynamics of the market for ideas
 19. Leveraging portfolio development
 20. Pipelines of innovation
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COURSE CODE: ENT-410
COURSE TITLE: Changemaking
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

Change is a constant in life and business. The same way our body and mind evolve continually, so do our relationships and the systems that govern the market and society. It's a known fact, for instance, that most of the professions that exist today will transform or disappear soon. What can we do to be ready for change? How can we become agents of change ourselves? In this course, we develop our capacity to adapt and to produce change. Students will explore the most effective techniques that leading changemakers from all over the world use to change systems, communities and themselves. This course enables students to enhance their lives, and the lives of others, by learning how to identify the most pressing issues and turn lack into abundance, problems into opportunities and abuse into goodness and peace. Students will examine how issues of gender, ethics, personality, culture, motivation and power work as continually shifting mechanisms that make changemaking an exciting discipline to master. By the end of the course, students will prove their progress by delivering tangible results on business challenges that seem unworkable by turning around deep-rooted problems and demonstrating that improving every scenario is always possible for a changemaker.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify, investigate and understand the three levels of changemaking competence - changing self, others and systems - as they apply to business.

CLO2: Apply and test changemaking strategies to hypothetical and real case studies in the realm of business.

COURSE TOPICS:

1. What makes a Changemaker? (Changemakers vs. Leaders; Dimensions of Self, Communities & Business)
 2. Changing Self: Flexible Discipline (A competency model for changing self, others & systems)
 3. Changing Self: Development
 4. Changing Others: Cognitive Change
 5. Changing Others: Subconscious Change
 6. Changing Others: Environmental Change
 7. Changing Societies: Changing & Creating Habits
 8. Changing Societies: Status quo vs. the Power of Life
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COURSE CODE: ENT-412
COURSE TITLE: Leveraged Buyout & VC Exits
CREDITS: 3
ELIGIBILITY: ACC-220, ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major; Finance Major

COURSE DESCRIPTION:

The course will investigate both the theoretical and practical aspects of LBO and VC investments. It is designed to bridge the gap between Finance Theory and Economic Reality. Students will develop the necessary skills to understand what it takes to be a member of an investment bank, venture capital or private equity team. Content will be presented through a discussion of theoretical material, examples of deals, case studies and guest lectures. It will exploit the experience of seasoned industry experts in making critical links between theory and practice. Furthermore, the course will provide students with a better understanding of financial modeling, applied techniques, drivers of financial projections and estimates, as well as an understanding of leverage buy-outs. This course is designed to facilitate understanding of the private equity cycle from fundraising to exit. Areas of particular interest include valuation in Venture Capital and Private Equity, the Investment process, leveraged Buy Outs and Exits and Initial Public Offerings (IPO).

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how venture capital and private equity firms work.

CLO2: Be able to value startups and leveraged buy outs.

CLO3: Know how to exit investments and the risks and returns.

COURSE TOPICS:

1. Introduction to Venture Capital, Private Equity and Exits
 2. Valuation in Venture Capital and Private Equity
 3. The Investment Process
 4. Leveraged Buy Outs
 5. Exits and Initial Public Offerings (IPO) and Conclusion
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COURSE CODE: ENT-415
COURSE TITLE: Family Business
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major; Management Major

COURSE DESCRIPTION:

This course is designed to give students an overview of the dynamics within family business. While entrepreneurship is evident across many different business forms, research has demonstrated that there are significant differences in how entrepreneurship is enacted within family businesses. Students will be exposed to the most recent thinking and research about how they can be more entrepreneurial within their own family businesses. Because all students in the class will be part of a family business, students will also be exposed to multiple viewpoints and examples of how different family businesses address these issues. This course is designed to facilitate understanding of what entrepreneurial spirit is and what is required of a family to be an entrepreneurial family. Students will also explore how they can create value through family business management, apply the specific practices and skills of effective family businesses and manage financial growth in family business. Students will identify issues and crises that may jeopardize the family-owned business and will learn about the governance of the family business system, how to manage intergenerational transitions and integrate entrepreneurial and professional management concepts for strengthening family business organizational performance.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Analyze and evaluate the complexities of family business management and governance.

CLO2: Develop the ability to analyze issues of inter-generational transition and apply these to achieve sustained growth.

COURSE TOPICS:

1. Understanding Family Business: The Nature, Importance and Uniqueness.
 2. Family business ownership: Owning shares in a family business.
 3. Renewing entrepreneurship beyond the founder's generation.
 4. Managing shareholder conflict and family dynamics.
 5. Managing intergenerational transition.
 6. Partnering with strategic investors.
 7. Governance of the family business system.
 8. Planning the Estate.
 9. Financial Considerations and Valuation of the Family Business.
 10. The family office.
 11. Planning for a successful sale.
 12. Financing the family business: Selling shares, Share buy-backs, external financing.
 13. Real estate in a family business: Building a family portfolio that is scalable and sustainable.
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COURSE CODE: ENT-418
COURSE TITLE: Hacking for Start Ups
CREDITS: 3
ELIGIBILITY: ENT-200 45 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

This course provides students with the raw tools and techniques required to hack together the beginnings of a technology venture. Built upon the basic principles of entrepreneurship, this course specifically focuses on the raw application of those skills stripped down to their most fundamental parts. This course is an incredibly hands on course. Students will spend the first half of the course understanding how successful technology founders think and create venture hacking strategies for early success. For example, how does one build a team around a vision for the first time? Or how does one prove they are worth investing in when they have little to show for it? The second half of the course will focus on applying these mindsets toward creating a product prototype using a Raspberry Pi. Students will put into practice all of the newly introduced mindsets to hack their way to proving they are an investable technology venture builder. Students will learn basic concepts around coding and algorithm design and how to communicate more effectively with a developer team. But most importantly, students will understand that the only way to really start any technology venture is to do the hard work themselves. This course is designed to facilitate understanding of the structure of a founding team for a technology-enabled start-up using simple algorithms and pseudo coding methods. Students will also learn the differences between relational & non-relational databases, functional & non-functional requirements for off-site developers and the principles of horizon technologies (AI, Machine Learning, VR, AR etc.). Ultimately, students will be able to communicate as a technologist effectively in order to build a technology start-up.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Develop the high-level strategic framework of a new technology venture.

CLO2: To effectively communicate key technology concepts in an entrepreneurial setting.

CLO3: Demonstrate, to some degree, the ability to hack together the solution to a venture problem at its earliest stages, using technology.

COURSE TOPICS:

1. The introduction of the strategic sandbox.
 2. The Raspberry Pi
 3. Algorithms & Pseudo Code
 4. Pseudo Code (expanded) & Managing Developers
 5. Relational Databases
 6. Product Market Fit for a Technology Ventures
 7. An introduction to Hacking, Technology Pitching, and a Guest Lecture
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COURSE CODE: ENT-430
COURSE TITLE: Trends & Innovations
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

Do you ever wonder what Massively Multiplayer Online Games (MMOGs), Disney theme parks, digital apps, ZipCar, the birth control pill and a Sony Walkman share? Each is a successful consumer product category inspired by a social, cultural or creative trend. In this course, students will examine a range of trends including digitalization, urbanization, the rise of leisure, the medicalization of human reproduction and miniaturization. For each trend, students will be asked to consider innovative products and services that respond to market needs and what makes them successful (or not). Their findings will lead to a clearer answer to the important question: How do large-scale changes spur commercial innovation? Whether students are budding entrepreneurs or aim to lead "intrapreneurial" efforts inside a large corporation, this is an essential course that draws on approaches from marketing, entrepreneurship and innovation management.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify, analyze and evaluate key factors in innovative companies? successes and failures.
CLO2: Develop the ability to test innovative techniques/approaches and/or products.

COURSE TOPICS:

1. Understanding the Dimensions of Trends and Innovation
 2. Economic Trends; Mega Trends and their impact
 3. Making sense of the world in motion
 4. Fintech
 5. Impact of connectivity and convergence
 6. Converging Megatrends
 7. Urbanization
 8. Understanding the consumer trend canvas from a practical perspective
 9. Impacts of Gamification
 10. Emergence and Impact of the GIG economy
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COURSE CODE: ENT-435
COURSE TITLE: Entrepreneurial Marketing
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major;Marketing Major

COURSE DESCRIPTION:

Entrepreneurial Marketing provides the basis for sustaining successful growth strategies even during periods of environmental turbulence and uncertainty. It has been claimed that entrepreneurs are born, not made. Certainly, entrepreneurship is about risk, nerve and seizing opportunities. Those who have this attitude to business and to life tend to be best-suited to starting and running their own business. On the other hand, entrepreneurship may not be the best career choice for those who crave routine, predictability, safety and security. In this course, students will explore the entrepreneurial mindset, the vision and goals of those who start out on this route, the strategic choices to be made, as well as the practicalities and tasks involved, all underpinned by sound academic marketing theory. The course is not only for budding entrepreneurs. Those who do not intend to start a new business will also benefit from a deeper understanding of the motivations of and challenges faced by entrepreneurs and of entrepreneurial attitudes which can benefit organizations of all sizes, in all sectors. This course introduces students to entrepreneurial strategy principles, practices and key concepts within a marketing context and discipline. It will concentrate on key Entrepreneurial Marketing strategy principles and explain their importance to the decision-making process. The key principles covered are related to the entrepreneurial decision-making process and attitude. This course will also examine the concepts of social responsibility, ethics, sustainability and environmental accountability and will explore the formulation of Entrepreneurial Marketing plans.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate knowledge of Entrepreneurial Marketing approaches through the formation of marketing strategies.

CLO2: Analyze the problems associated with entrepreneurial marketing implementation and the tactical implications of such planning in relation to the wider social, environmental and international implications and propose appropriate courses of action.

CLO3: Practice creative and practical problem solving using Entrepreneurial Marketing skills and techniques

COURSE TOPICS:

1. Entrepreneurship and Market Conventions
2. Understanding the Conventional Competitor
3. Planning and Visioning
4. Entrepreneurial Marketing Strategy
5. Identifying Entrepreneurial Opportunities
6. Entrepreneurial Competence
7. Innovation Technology
8. Entrepreneurial Promotion
9. Online Promotion & Social Media
10. Entrepreneurial Pricing & Distribution
11. Entrepreneurial Service Marketing
12. B2B Marketing
13. Small firm Entrepreneurship
14. Public Sector Entrepreneurship
15. Living the dream: Successful Start-up

COURSE CODE: ENT-437
COURSE TITLE: Tokens: Digital Assets in the Internet-of-Value
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

This tokenization course is designed to introduce students to the rapidly growing world of tokenized assets, bringing them to the level of expertise required to quickly get involved in this exciting and innovative industry.

The course covers the background of tokenization and the user needs that it fulfills, problems that it solves, and different ways that real-world assets can be tokenized and included in the Internet-of-Value, whether it be physical assets such as valuable art or real estate, or a "virtual" asset such as tokenizing securities, i.e. shares in a public company.

The course will also cover the shortcomings of tokenization, the challenges that lay ahead for this young industry, and the opportunities that currently exist in this rapidly growing market.

Additionally, we will cover the legal and ethical ramifications of tokenization. What is the legal status of a cryptocurrency token? What can be tokenized, and perhaps more important, what cannot or should not be tokenized? What are the legal and ethical considerations of marketing a token and its associated project?

There will be discussions on how to work within the regulatory framework of the jurisdiction in which projects are established, and how to potentially adapt to any changes in regulations. Both the legal and ethical responsibilities project owners have to their investors and their users will be covered, as will the sustainability of tokens, both from an environmental and economic standpoint. The ecological arguments against cryptocurrency mining will be explored, as will considering the best way to create and distribute the tokens. Using real-world examples, the course will look at how cryptocurrency tokens can be designed to have a lasting economic utility.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the reason and purpose behind tokenization.

CLO2: Have created their own token on a public blockchain platform and assigned value to it.

CLO3: Be able to critically analyse the security model of a token and how to protect tokens and their value from malicious actors.

COURSE TOPICS:

1. Intro to tokens:
 2. Value of tokens:
 3. Infrastructure:
 4. Practical workshop: Creating our own token
 5. Programmability:
 6. Advanced programmability:
 7. Legal status of tokens
 8. Token Economics:
 9. Future of tokenized assets:
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COURSE CODE: ENT-440
COURSE TITLE: New Product Development
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major; Management Major

COURSE DESCRIPTION:

This course focuses on the processes start-ups and established companies use to conceive, design, develop and manage new products and services. To create new products and services, companies need to harness great ideas and commercialize them through a new product development (NPD) process. In this course students are immersed in the NPD process, introduced to critical theoretical and practical frameworks, and learn key tools, methods and techniques to effectively manage everything from the development of new products and service to the innovation of creative new business models. The NPD process is investigated through its five key phases: (1) ideation, (2) concept generation & selection, (3) detailed design, (4) prototyping & testing, and (5) ramp-up & product launch. In addition to examining the full range of behind-the-scenes activities leading up to the commercial introduction of new products, the course also covers the management of steady-state operations after introduction and the eventual retirement of a new product or service. It emphasizes the global managerial skills required to address complex issues spanning all the functions of the firm and the challenge of ensuring that new products and services are aligned with the company's brand, culture and strategic objectives.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Describe the roles and responsibilities of the product manager in the New Product Development (NPD) process and why it is important and critical to maximize the likelihood of success.

CLO2: Analyze market, competitor and environmental forces to make valid NPD decisions, including selection of the right class of opportunities from both inside (corporate entrepreneurship) and outside (open innovation) the company.

CLO3: Devise an NPD plan, which solves the organizational and strategic challenges associated with introducing a new product, service or business model into an organization.

COURSE TOPICS:

1. NPD essentials: Scanning the environment for new product opportunities
 2. Developing the business case for a new product idea
 3. Identifying customer needs, competitive advantages and blue oceans
 4. ROI strategy
 5. Regulatory, legal and standards
 6. Managing a cross-functional NPD team
 7. R&D and the manufacturing process
 8. Design process in NPD
 9. Positioning and mapping
 10. How to identify and develop the company's brand image
 11. Choosing the right NPD assessment criteria
 12. Testing and measuring a new product
 13. Launching a new product: Planning
 14. Distribution strategy: Packaging, servicing and shipping
 15. Launching a new product: Execution & Marketing
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COURSE CODE: ENT-470
COURSE TITLE: Social Innovation in Finance
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major; Finance Major

COURSE DESCRIPTION:

In the recent past, some of the most disruptive innovations in finance have been launched by non-financial actors to meet the needs of an increasingly large customer base, which were unmet by traditional financial markets. (What makes them social innovations is that the process of innovation was social, though in some cases the outcome is social too.) For example, microfinance has emerged to offer banking services to millions of customers whose operations were too small to offset the transaction costs of traditional banks. Peer-to-peer lending and crowdfunding streamlined the credit market by removing financial intermediaries and allowing direct lending among private citizens. Impact investing responds to the desire of a growing base of global wealthy who want their investments to support good social and environmental causes, while reaping a financial return. Cryptocurrencies like Bitcoin have been created to allow exchanges without the limitations of the current central bank-based monetary systems. By redefining products, processes, and framings, these innovations have introduced bold new business models to sustainably create value, which are rapidly changing the landscape of traditional finance. This course is the first of its kind and offers an overview of these so-called social innovations in finance, through a combination of case studies, field visits (made possible by our campus locations at the heart of financial capitals), and online research (required for cryptocurrencies that only exist in virtual form).

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the process of social innovation as it applies to finance as well as recognize the main drivers of value creation in financial innovation.

CLO2: Understand how socially innovative financial products relate to traditional financial theories.

CLO3: Be able to use different financial products and tools to pursue unique business and social goals.

COURSE TOPICS:

1. Introduction to Social Innovation
 2. Microfinance: Economics, Financing & Funding Microfinance Institutions (MFIs)
 3. Micro-lending, Micro-savings & Micro-insurance
 4. Types of MFIs
 5. MFIs business models
 6. P2P Lending
 7. Crowdfunding: Principles, Crowdfunding Models & Drivers
 8. Cryptocurrencies: Bitcoin and the Blockchain: Principles & Challenges
 9. Impact Investing: Equity, Debt, Mezzanine, etc.
 10. Impact Investing: Philosophy, Impact & Measurement
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COURSE CODE: ENT-482
COURSE TITLE: Applied Business Blockchain: Realizing Value
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

This is the first applied business blockchain course in the world that covers the prediction, creation, capture, tokenization and trading of verifiable value based digital assets harvested from the application of blockchain based solution sets used to fix strategic problems, reduce operational pain and generate business and customer experience value in real-world scenarios. Each student will be given the Will It Work® value ready-reckoner App that will help them to predict the odds of a good idea working from each stakeholder's perspective and also enables them to share their project work for assessment and receive mentoring on the market opportunities for development as a proof of concept on a ConsenSys sandbox environment. The focus of these realisable value-based tokens in the future will center around the generation of intangible, but measurable, value where trust, truth and reputation can be mechanised via blockchain-based legal instruments to broaden the value spectrum of these emerging digital economies. This also opens the opportunity to shift away from scarcity towards true abundance due to the inexhaustible nature of these assets that are replenished via the exchange of these value-based tokens which, in turn, disrupts the dynamics of debt-based economics.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Comprehend the intensity, relationships and root causes of problems, pains and needs and determine whether the preconditions exist to fix them.

CLO2: Have the capacity to determine whether the preconditions exist to fix problems and pains.

CLO3: Have the ability to use blockchain-based and decentralized solutions to fix problems, reduce pain and generate meaningful value within a real-life scenario context.

COURSE TOPICS:

1. Organizational Problems
 2. Ecosystem Problems
 3. Pain Points
 4. A Typical Scenario
 5. A Good Idea
 6. Value Proposition
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COURSE CODE: ENT-485
COURSE TITLE: Innovative Technology & App Development
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Entrepreneurship Major

COURSE DESCRIPTION:

This course aims to cultivate an entrepreneurial perspective with particular emphasis on information technology (IT)-related activities. The course will provide students with a strong foundation in IT fundamentals that will enable them turn IT-based product ideas into working prototypes and pursue opportunities for new services. These opportunities have been growing rapidly due to the steady increase in digital workflows and digital customers. Google, Facebook, YouTube, Twitter, and Flickr are just a few well-known examples of digital entrepreneurship. Students will pursue a new business venture, based on a mobile Application. This course provides the knowledge and skills to leverage emerging and innovative information technology to create business opportunities for both new entrepreneurial ventures and traditional firms. As we continue to move into the digital world, the ways by which companies create value is fundamentally shifting from products to experiences. The rapid convergence to digital technology opens up new opportunities to offer novel products and services that did not exist before. This course is designed to facilitate understanding of the impact of technological (and particularly digital) innovations on entrepreneurship. The course will also require the planning and development of a mobile application. The course is organized around four stages of launching and growing a Technology-driven business: 1. Mobilization: How to spot an opportunity, get started, and reach a critical mass. 2. Growth: How to promote and expand. 3. Implementation: How to collaborate with technical staff. 4. Monetization: How to generate revenues and achieve profitability.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Plan and develop a viable technology-based entrepreneurial idea with a relevant mobile application.

CLO2: Direct and supervise technology experts (web designers, software developers, and digital marketing experts).

CLO3: Understand and analyze industries that are being rapidly disrupted by technological innovations and business models.

COURSE TOPICS:

1. Opportunity identification and development, Lean start-up & Agile management
 2. Mobilization Tech Domain: Apps & Mobile Tech
 3. Monetization Tech Domain: Platform Mediated Networks
 4. FinTech
 5. Implementation: Coding Session
 6. Web and Mobile Marketing
 7. MedTech
 8. Growth: Blitz scaling and the challenges of fast growth
 9. CODING PORTFOLIO- (4-5 sessions)
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COURSE CODE: ENT-499
COURSE TITLE: Entrepreneurship Capstone Internship
CREDITS: 3
ELIGIBILITY: ENT-355, ENT-345, ENT-360 AND 75 Credits
PROGRAM MAPPING: Internship

COURSE DESCRIPTION:

The Capstone internship provides the opportunity for students to gain first-hand experience working in organizations with the expectation that such experiences will enable students to apply the knowledge learned during their studies to real life organizational contexts. An internship also offers students the opportunity to work with someone who can become a mentor for them, not only during the internship, but throughout their career. It is expected that such an experience can further benefit students in areas such as career exploration, leadership and development, networking and establishing professional relationships and resume enhancement.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how concepts learned during their studies apply and translate in real world business practices.

CLO2: Critically analyze and evaluate the organization's activities, practically apply concepts and propose recommendations accordingly.

CLO3: Reflect on their internship experiences in terms of lessons learnt and personal development.

COURSE TOPICS:

1. Career Development
 2. Leadership & Skill Development
 3. Networking and Establishing Mentors & References
 4. Resume Enhancements
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COURSE CODE: ETH-240
COURSE TITLE: Compassion, Human Suffering & the Ethics of Care
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Ethic and Philosophy Elective

COURSE DESCRIPTION:

Suffering is an inevitable part of the human condition, be it crisis and upheaval caused by large-scale societal events such as war or natural disaster or individual suffering caused by illness, bereavement or abuse. Despite this pain, compassion is a moral and ethical response that we often see in people who seek to connect and care for others. This course will explore the moral and ethical consequences of suffering and discuss our rights and responsibilities toward one another as humankind. The course will also introduce practices so that students can become more respectful and compassionate towards themselves and thus better able to connect with and act compassionately to others.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand and articulate how suffering and compassion relate to moral and ethical theories.

CLO2: Define compassion, understand its role and limitations in guiding conduct, and describe how it can be developed and practiced.

CLO3: Demonstrate how to connect with and act compassionately towards oneself and others.

COURSE TOPICS:

1. Why be good?
 2. Virtue Ethics
 3. Feminist thought and the Ethics of Care
 4. Individual and Societal Experiences of Suffering
 5. Defining Compassion
 6. Compassion in Social and Organizational Life
 7. Developing and Practicing Compassion
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COURSE CODE: FIN-200
COURSE TITLE: Principles of Finance
CREDITS: 3
ELIGIBILITY: ACC-120, FIN-200
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Managing any modern corporation is impossible without a thorough understanding and knowledge of financial markets, financial institutions and the financial decision-making processes. This course provides students with an overall knowledge of the finance industry and its most important participants, the financial environment and functions of different financial markets and principles of financial decision-making including financing, investment and financial management. The course is useful for students interested in any business career and is required for more advanced finance courses. On completion of this course, students will understand the operations, services and functions of banks and insurance companies, including their oversight and regulation. They will also understand the fundamental roles of different financial markets in the economy, the importance of different institutions in these markets and how different types of funds operate. Students will also understand money market instruments and be able to perform simple calculations like time value of money, present and future values, etc. Students will also understand how bond and equity markets operate and be familiar with fundamentals of bond and equity pricing and valuation, as well as investment risk and return. Finally, students will understand the basics of capital budgeting and project evaluation, how operational and financial leverage affect profitability in companies and how to calculate these measures.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Obtain a good understanding of different financial institutions [e.g. banks, insurance companies, funds, etc.] and markets [e.g. money markets, bond markets, equity markets, derivative markets, etc.] and how they operate.

CLO2: Understand different financial instruments [e.g. money market instruments, bonds, equities and derivatives] and perform basic financial calculations and valuations.

CLO3: Understand and evaluate the relationship between risk and return as well as the basics of capital budgeting techniques and capital structure.

COURSE TOPICS:

1. The Value of The Financial System
 2. Banking: Retail and Corporate
 3. Investment Banking and Other Banking
 4. Mathematical Tools for Finance
 5. Insurance, Pensions and Collective Investments
 6. Money Markets
 7. Bond Markets
 8. Equity Markets
 9. Futures Markets
 10. Options and Swaps
 11. The Managing and Measurement of Risk and Return
 12. Capital-Budgeting Techniques and Practice
 13. Determining the Financing Mix
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COURSE CODE: FIN-325
COURSE TITLE: Corporate Finance
CREDITS: 3
ELIGIBILITY: ACC-220, FIN-200 AND 30 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

Every decision that a business makes has financial implications, and any decision which affects the finances of a business is a corporate finance decision. This course looks at such aspects of corporate finance as a role of financial markets in business funding, preparation of free cash flows, time value of money and discounting, bond and equity valuation, capital investment decisions, capital structure and dividend payout policy, managing firm's liquidity and international corporate finance. The course is divided into four main parts: 1. Corporate Finance Environment and Assets Valuation, 2. Capital Investment Decisions, 3. Capital Structure and Dividend Policy, and 4. International Business Finance. Students will gain a conceptual understanding of the financial decision-making process, as well as finance tools and techniques. This will be achieved through a step-by-step introduction to corporate finance concepts rooted in current financial theory and in the current state of world economic conditions. Students will learn basic principles of finance, asset valuation, capital budgeting and corporate finance decisions and apply them in practical exercises and case studies.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Carry out the valuation of financial assets and analyze capital budgeting decisions using various investment appraisal techniques.

CLO2: Appreciate the importance of risk and return in cost of capital calculations, and analyze capital structure and dividend policy decisions.

CLO3: Understand the basics of financial planning and working capital management.

COURSE TOPICS:

1. Introduction to Corporate Finance
 2. Financial Markets: Movement of funds through the economy, selling securities and financial institutions
 3. Calculating Free Cash Flows
 4. Discounted Cash Flow Analytics: Compounding, Future & Present Value, Annuities & Perpetuities and Real & Nominal Cash Flows/Interest Rates
 5. Bond Valuation: Current Yield, Yield to Maturity, Bond Ratings and Interest Rate Risk
 6. Stock Valuation: Dividend Discount Model, required rate of return, price/earnings ratio, market efficiency and anomalies
 7. Capital budgeting: NPV rule & other techniques (Payback, IRR, PI, MIRR)
 8. Cash-flow analysis for investment decision making
 9. Project analysis: Sensitivity, Scenario & break-even
 10. Risk and return. Diversification. Market and specific risk.
 11. CAPM: Calculating market risk, beta
 12. Weighted average cost of capital
 13. Corporate Financing
 14. Raising venture capital and issuing securities
 15. Capital structure theories and debt policy
 16. Dividend payout types and process and dividend policy theories
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COURSE CODE: FIN-345
COURSE TITLE: Financial Markets & Institutions
CREDITS: 3
ELIGIBILITY: ACC-220, FIN-200 30 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

The effective functioning of financial markets and institutions is crucial for the well-being of our societies and required knowledge for all business professionals. This course provides an overview of the global financial system in which financial managers and investors operate. The purpose of the course is to apply general finance concepts specifically to financial institutions and the markets where they operate. Students will examine the evolving structure and role of financial markets and financial institutions in providing financial intermediary services to the economy in the dynamic Information Age. Markets reviewed will include the foreign exchange market, the money market, the capital market for both stocks and bonds, and the mortgage market. The institutions reviewed will include commercial banks, investment banks and other security firms, investment companies, insurance companies, pension funds and foundations.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Define interest rates, and explain their roles in valuation, reasons for change in interest rates and how risk and term structure affect interest rates.

CLO2: Appreciate the purpose, participants and types of instruments in the money markets, the bond market, the stock market, the mortgage market, the foreign exchange market and derivatives markets.

CLO3: Appreciate the role of financial institutions, explain the principles of management, structure, regulations, and risks of banks, mutual funds, insurance companies, pension funds, investments banks, brokers and dealers, and venture capital firms.

COURSE TOPICS:

1. Introduction to the financial system
 2. Determinants of the interest rates
 3. Interest rates and securities valuation
 4. Central Banks and monetary policy
 5. Financial markets (Money markets, Bond markets, Mortgage markets, Equity markets, Foreign exchange and derivatives)
 6. Commercial banks, performance and regulation
 7. Insurance companies and pension funds
 8. Other Financial intermediaries (Investment banks, security firms, investment companies, VC and PE firms)
 9. Managing risk at financial institutions
 10. Financial crises from around the world and Government responses
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COURSE CODE: FIN-405
COURSE TITLE: Financial Modeling
CREDITS: 3
ELIGIBILITY: FIN-325, ACC-305, FIN-345 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

This course provides students with the opportunity to explore the world of financial simulations and spreadsheets. Financial modeling is a very flexible tool and can be easily modified to solve a wide array of questions. This course is organized along three different subject areas: Corporate Finance Models, Portfolio Models and Option-Pricing Models. Using Excel and VBA tools to model weighted average cost of capital, financial statements, cash flows, portfolio calculations, efficient portfolios, portfolio optimization, and option pricing, students will gain theoretical knowledge and skills in using financial modeling in corporate finance, investment decisions and valuations. This will be achieved through developing real-world discounted cash flow models, dividend discount models, models of efficient portfolios with/without short selling, modeling security market line, the Black-Litterman portfolio optimization models, option pricing models using the binomial, the Black-Scholes and Monte Carlo methods. Students will be required to replicate these models using corporate financial statements, securities and derivative market instruments, including stocks, bonds and options, which they choose for each part of the course. Each student will prepare each of the three financial models, including corporate valuation, portfolio optimization and option pricing, to form the outcome of the course.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Calculate cost of equity and debt, calculating weighted average cost of capital, forecasting financial statements, corporate valuations using discounted cash flow methods.

CLO2: Calculate portfolio risk and returns, efficient portfolios with and without restrictions on short sales, market risk (beta) and security market line, the Black-Litterman approach to portfolio optimization.

CLO3: Price options using the binomial, the Black-Scholes and Monte Carlo methods.

COURSE TOPICS:

1. Basic Financial Calculations in Excel
 2. Overview of Corporate valuation
 3. Cost of Equity, Cost of Debt and WACC
 4. Valuation based on Cash Flows
 5. Building a Pro Forma Financial Statement model
 6. Introduction to Portfolio Theory
 7. Calculating Efficient Portfolios
 8. Calculating variance-covariance matrices, betas
 9. Efficient portfolios with and without short-selling
 10. The Black-Litterman Approach to Portfolio Optimization
 11. Introduction to Options and option strategies
 12. The Binomial Option-Pricing Model
 13. The Black-Scholes model
 14. Introduction to Monte Carlo Methods
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COURSE CODE: FIN-415
COURSE TITLE: Risk Management
CREDITS: 3
ELIGIBILITY: FIN-345, ACC-305, FIN-325 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

The recent financial crisis provides ample evidence about the importance of risk management. Individuals and firms confront risk in nearly all decisions they make. Individuals and financial institutions face different types of risks and use various methods and means to monitor, measure and control their risk exposure. These range from traders trying to manage their portfolios exposure to several different factors to banks trying to comply with complex risk regulations. This course explores how individuals and firms assess and evaluate risk, the tools available to successfully manage risk, and real-world frictions that limit the amount of risk-sharing. This course explains the different sources of risks, measurement tools, monitoring and control tools, which serve individuals and companies in making and implementing decisions.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Obtain a good understanding of different types of risk faced by financial institutions [e.g. banks, insurance companies, funds, etc.] and how these institutions monitor, measure and control their risk.

CLO2: Understand different sources of risk in financial markets (faced by traders and institutions) and know how to use the main measurement and hedging tools to monitor and control these risks.

CLO3: Understand the main risk regulations and requirements for banks and other financial institutions and be able to do basic calculations and evaluations.

COURSE TOPICS:

1. Risk management in Financial Institutions (Banks, Insurance Companies and Pension Plans, Mutual Funds and Hedge Funds)
 2. Risk in Financial Markets
 3. The Credit Crisis of 2007
 4. Risk Management in trading
 5. Interest Rate Risk
 6. Volatility
 7. Value at Risk
 8. Basel, Solvency and other regulations
 9. Liquidity Risk
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COURSE CODE: FIN-425
COURSE TITLE: Portfolio Management
CREDITS: 3
ELIGIBILITY: FIN-325, ACC-305, FIN-345 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

This course provides a solid foundation for creating, managing and evaluating investment portfolios. It focuses on the practical application of portfolio management and asset allocation processes, management of fixed-income and equity portfolios, performance evaluation, attribution and reporting. The portfolio management process moves from planning, through execution, and then to feedback. In the planning step, investment objectives and policies are formulated, capital market expectations are formed, and strategic asset allocations are established. In the execution step, the portfolio manager constructs the portfolio. In the feedback step, the manager monitors and evaluates the portfolio compared with the plan. Any changes suggested by the feedback must be examined carefully to ensure that they represent long-run considerations. This course aims to provide a solid foundation for creating, managing and evaluating investment portfolios. It focuses on the practical application of portfolio management and asset allocation processes, management of fixed-income and equity portfolios, performance evaluation, attribution and reporting. Students will gain theoretical knowledge and practical skills in portfolio construction, monitoring and revision process. This will be achieved through a step-by-step introduction of the portfolio management process, which is an integrated set of steps undertaken in a consistent manner to create and maintain an appropriate portfolio to meet clients stated goals. Students will learn major portfolio management concepts, tools and techniques and apply them in portfolio management simulation

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain and apply the portfolio management process and key elements of investment policy statements for individual and institutional investors.

CLO2: Form capital market expectations and perform strategic and tactical asset allocation, appreciate the main aspects of managing fixed-income and equity investment.

CLO3: Understand the principles of portfolio performance evaluation, attribution and reporting.

COURSE TOPICS:

1. Introduction to Portfolio Management
 2. Capital Asset Pricing Model
 3. Multifactor Models of Risk and Return
 4. Asset Allocation Decision
 5. Security Valuation Principles
 6. Company Analysis and Stock Valuation
 7. Equity Portfolio Management
 8. Analysis and Valuation of Bonds
 9. Bond Portfolio Management
 10. Derivative Markets and Securities: Forward and Futures Contracts
 11. Derivative Markets and Securities: Option Contracts
 12. Professional Asset Management and Alternative Investments
 13. Portfolio Performance Evaluation
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COURSE CODE: FIN-432
COURSE TITLE: International Business Finance
CREDITS: 3
ELIGIBILITY: FIN-325, ACC-305 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

This course examines the theoretical and practical aspects of multinational finance. It provides students the understanding of major issues in an international financial environment and markets, risks and opportunities available for multinational corporations and basic techniques and instruments used by financial managers of multinational firms. The course will explore all traditional areas of corporate finance from the perspective of a multinational corporation focusing on issues of changing exchange rates, managing and controlling foreign exchange exposure, evaluation of cross-border investment decision, financing overseas subsidiaries, international financial markets and portfolio investments. The course is organized in three parts: 1. International Financial Environment, 2. International Financial Instruments and 3. International Financing and Capital Budgeting. Students will gain a thorough understanding of the financial decision-making process involved in the multinational corporations. This will be achieved through the introduction of techniques and instruments used by financial managers of multinational firms to manage and control foreign exchange exposure, evaluate cross-border investment decisions and finance overseas subsidiaries.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain the fundamentals of exchange rates, international monetary system, parity conditions in international finance.

CLO2: Describe the organization of foreign exchange markets, currency forward, futures, option and swap contracts, interest rate forwards, futures and swap contracts; explain how these instruments can be used to manage risks.

CLO3: Explain the theories of evolution of international business, basics of international capital budgeting and investments, describe options, trends and differences in international corporate financing and tax management around the world.

COURSE TOPICS:

1. Multinational Financial Management: Opportunities & Challenges
 2. The International Monetary System
 3. The Foreign Exchange Market
 4. International Parity Conditions
 5. Foreign Currency Derivatives: Futures & Options
 6. Interest Rate Risk & Swaps
 7. Transaction & Operating Exposure
 8. The Global Cost & Availability of Capital
 9. Raising Equity & Debt Globally
 10. Multinational Tax Management
 11. International Trade Finance
 12. Foreign Direct Investment & Political Risk
 13. Multinational Capital Budgeting & Cross-Border Acquisitions
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COURSE CODE: FIN-450
COURSE TITLE: Finance & Technology
CREDITS: 3
ELIGIBILITY: FIN-200 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

Technology has long been a driver of growth and innovation in financial services. Yet, the pace of change is increasing quickly. Financial technology, also referred to as fintech, is playing an important role in the digital transformation of the industry.

The course is structured to better understand the fintech business opportunities, the market dynamics, business strategy and differentiation, financial business models, the value chain, and risks and challenges. It provides a comprehensive overview of fintech within the financial services industry. We will analyze the fintech markets, the existing players - the incumbent financial institutions, the leading, challenger fintech companies and a brief look at the start-up scene as well as explore how fintech is at the forefront of redefining financial services.

The course also provides an in-depth focus on real-world application of fintech. We will explore the transformation of financial services and accompanying strategies of selected fintechs that are leading to dramatic growth in volume of transactions, number of customers, new ecosystems and a growing array of cooperating institutions, and more.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the overall context of fintech and the key drivers of value creation leading to the emergence of a new ways to do business, new business models and innovative solutions to a range of customer and business challenges and opportunities.

CLO2: Understand the use cases and real-world application of financial technologies that fintech is based upon and the key benefits to selected sectors in financial services.

CLO3: Explain how the new consumer, technology, innovation, and regulation are impacting financial services globally.

COURSE TOPICS:

1. Fintech Introduction: Global Rise of Fintech; Trends & Opportunities; Fintech Themes; Innovation in Financial Services; Business Challenges; Top Fintech Hubs: Engines for Growth
2. Fintech Sectors: Financial Services and Fintech; Business Models; Challenger Banks and Insurers Playbook; Financial Impacts; Capturing the Benefits; Special Focus on Insurtech
3. Ecosystems: The Art of the Possible: The Platform Economy; The Ecosystem: Unpacking Fintech and Insurtech; Ways Start-ups and Incumbents Work Together; Masters of a New Business System: China
4. Use Cases in Financial Technology: Reimagining the Value Chain; Building Better Fintech Business Models; The ABCDs of Financial Technology: An Insurer View; Regulators: Mind the Watchdog; Collaboration and Competition
5. The New Customer: Spotlight on the Customer; Design Thinking: New DNA for Finance; Behavioral Economics & Decision Making; Millennials and Fintech; Payments: Beyond the Transfer of Money
6. Fintech Landscape: Investment Decisions for Fintech; Corporate Venture Capital & Private Equity; The Rise of the Unicorns; Tech Companies in Finance: Your Newest Competitor
7. The Future of Fintech: Top 10 Trends; Pinpointing Growing Sectors; Tomorrow's Challengers; Emerging Markets Meet Fintech; Fintech: A Marathon, Not a Run

COURSE CODE: FIN-455
COURSE TITLE: Asset Valuation
CREDITS: 3
ELIGIBILITY: FIN-345, FIN-325 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

This course covers modern principles and tools of valuation and creates a strong foundation for the discounted cash flow model by analyzing all features and assumptions implicit in any valuation analysis, starting from the term structure of interest rates, estimating discount rates, measuring cash flows, calculating growth rates. Based on this, students will implement a fully fledged valuation model in excel. The course then covers in detail relative valuation models (multiples) that are used in practice. The course ensures a full understanding of the explicit and implicit assumptions underlying modern valuation models. This course is designed to facilitate understanding of business valuation from any perspective and for any reason. Students will create a strong foundation for the discounted cash flow model and implement a valuation model in excel. In doing so, students will develop an understanding of how relative valuation models are used in practice.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the different valuation methodologies and be able to recommend the most accurate one to fulfil a client need.

CLO2: Be able to value any business in any country in the world.

CLO3: Appreciate how to analyze and interpret the financial and other information provided by professional data-service providers as the FT, Bloomberg, Reuters, etc.

COURSE TOPICS:

1. Introduction to Valuation in International Environments
 2. Approaches to Valuation
 3. Firm vs. Equity Valuation
 4. DCF vs. McKinsey Approach to Asset Valuation
 5. Relative Valuation Models
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COURSE CODE: FIN-460
COURSE TITLE: Alternative Investments
CREDITS: 3
ELIGIBILITY: FIN-345, FIN-325 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

Alternative investments, also known as structured finance, is the ultimate frontier in finance and required knowledge for any student considering a career in investment banking. Structured finance includes all advanced financial arrangements that serve to efficiently refinance and hedge any economic activity beyond the scope of conventional forms of traditional financial instruments (debt, bonds, and equity). The aim of this course is to provide a building block approach to creatively structure financial solutions to a large variety of problems in a natural way. The course concentrates on product design and not pricing. Some of the topics covered on the lectures are securitization, most applications of credit derivatives, leasing, project finance and the use of complex derivatives. At the completion of this course, students will understand powerful financial models and techniques, and how to apply them to complex investment situations. They will also understand when the addition of the new product to the existing product range seems justified and how the structuring process (financial architecture) should be made. Finally, students will understand the uses of structured finance to improve efficiency in managing, and hedging, market and credit risk.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain and apply the portfolio management process and key elements of investment policy statements for individual and institutional investors.

CLO2: Form capital market expectations and perform strategic and tactical asset allocation, appreciate the main aspects of managing fixed-income and equity investment.

CLO3: Understand the principles of portfolio performance evaluation, attribution and reporting.

COURSE TOPICS:

1. Introduction to structured Finance
 2. Alternative Investments: Thinking out of the box
 3. Financial Architecture
 4. Structured Equity Derivatives
 5. Structured Finance products
 6. Analyzing Alternative Investments
 7. Pricing Alternative Investments
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COURSE CODE: FIN-463
COURSE TITLE: Mergers & Acquisitions
CREDITS: 3
ELIGIBILITY: ACC-305, FIN-325 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

The course will introduce students to the history of Mergers & Acquisitions (M&A) and the lessons we can learn from the past. The course will review the complete buy- and sell-side M&A process from start (Strategy) to end (Post M&A Review) and discuss the motives to do acquisitions. Students will learn how to attack and defend companies from takeovers. Antitrust issues and regulation will be considered as well. The course will take a very interdisciplinary perspective revisiting strategic management, finance, project management, operations, and human resources and will rely on different and current real cases of M&A worldwide. Through case discussions and the supplementing readings, this course will help students develop the knowledge, skills, critical thinking abilities and behaviors required to increase the likelihood of successful Mergers & Acquisitions.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand why companies engage in the various forms of M&A.

CLO2: Be able to value companies for M&A.

CLO3: Know how to execute an M&A process.

COURSE TOPICS:

1. Introduction to M&A
 2. M&A Trends and Activities (Worldwide, Regions and Industries)
 3. M&A Strategies that work and fail
 4. The M&A Process
 5. Auctions & Negotiations
 6. Due Diligence areas (e.g. Financial, Tax, Legal, HR)
 7. Valuation
 8. Deal Design & Financing
 9. Hostile Takeovers: Attack & Defense
 10. Post-Merger Integration
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COURSE CODE: FIN-470
COURSE TITLE: Advanced Business & Financial Analysis
CREDITS: 3
ELIGIBILITY: FIN-345, ACC-305, FIN-325 AND 45 Credits
PROGRAM MAPPING: Finance Major

COURSE DESCRIPTION:

This course is designed specifically for finance students to improve their skills at analyzing companies and to advance their knowledge of finance theory and application, with an emphasis on the relationship of comparative analysis and industry standards. The overall financial analysis includes analysis of business strategy and evaluation of financial performance and risk. This course has a practical element and independent study approach. The main assessment components in this course are oral presentations applying strategy analysis, financial ratio analysis, cash flow analysis, and valuation models to a real company. It will also involve a certain level of technology skills applied in data feeds. Students will also be required to prepare pro Forma Financial Statements and stock valuations using Discounted Cash Flows and multiples analysis. Students will gain theoretical knowledge and skills in using business strategy analysis and financial statement analysis in equity valuation. This will be achieved through the research and analysis of a publicly traded company with emphasis in macro and industry analysis, business strategy, financial statements analysis and forecasting, cost of capital estimation, and equity valuations using free cash flows, dividends, price multiples, and residual income. Students will be required to conduct a macro and industry analysis in groups and analyze a specific company individually. Group reports and presentations on macroeconomic and industry analysis, individual reports and presentations on equity valuation and a final exam will form the outcome of the course.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Conduct macroeconomic, industry and strategy analysis for a given corporate entity.
CLO2: Analyze financial statements, appraise their quality and conduct the analysis of operating, financing and investing performance of a company.
CLO3: Develop forecasted financial statements and use these to estimate a firm's value using free cash flow, dividends, price multiples and residual income models.

COURSE TOPICS:

1. Framework for Business Analysis and Valuation & Strategy Analysis
 2. Macroeconomic and Market Analysis
 3. Industry & Company Analysis
 4. Financial Statement Analysis and Mechanism
 5. Financial Reporting Standards & Evaluating Financial Reporting Quality
 6. Integration of Financial Statement Analysis Techniques & Introduction to Security Valuation
 7. Equity Valuation Process
 8. Cost of Capital Estimation & Applications
 9. Discounted Dividend Valuation
 10. Free Cash Flow Valuation
 11. Market-based Valuation: Price Multiples
 12. Residual Income Valuation
 13. Private Company Valuation
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COURSE CODE: FIN-499
COURSE TITLE: Finance Capstone Internship
CREDITS: 3
ELIGIBILITY: FIN-345, ACC-305, FIN-325 AND 75 Credits
PROGRAM MAPPING: Internship

COURSE DESCRIPTION:

The Capstone internship provides the opportunity for students to gain first-hand experience working in organizations with the expectation that such experiences will enable students to apply the knowledge learned during their studies to real life organizational contexts. An internship also offers students the opportunity to work with someone who can become a mentor for them, not only during the internship, but throughout their career. It is expected that such an experience can further benefit students in areas such as career exploration, leadership and development, networking and establishing professional relationships and resume enhancement.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how concepts learned during their studies apply and translate in real world business practices.

CLO2: Critically analyze and evaluate the organization's activities, practically apply concepts and propose recommendations accordingly.

CLO3: Reflect on their internship experiences in terms of lessons learnt and personal development.

COURSE TOPICS:

1. Career Development
 2. Leadership & Skill Development
 3. Networking and Establishing Mentors & References
 4. Resume Enhancements
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COURSE CODE: GLO-101
COURSE TITLE: Exploring Self & Society
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course helps students better understand themselves and the world around them, from Hult and their local community, to the region, nation, and global society. It challenges them to reflect on their own talents and aspirations and enables them to develop self-awareness and interpersonal skills that are crucial to success in business and personal life. The course also enhances cultural and interpersonal sensitivity through candid conversations, teamwork, and involvement with the diverse communities that make up the school and its surrounding communities. Finally, the course encourages students to discover how they can make positive contributions to campus and local life and become better informed, more engaged citizens of the world.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate enhanced self-awareness, including recognition of their preferred learning and communication styles, and insight into their overall strengths, weaknesses, and opportunities for growth

CLO2: Appreciate the cultural, social, and interpersonal diversity making up their school, their local and home communities, and the wider world

CLO3: Communicate and work more effectively with people different from themselves

COURSE TOPICS:

1. Thinking critically about yourself and your worldviews
 2. Getting to know where you are: City, region, nation
 3. Understanding your personality, learning styles, and workstyle preferences
 4. Understanding cultural differences and intercultural effectiveness
 5. Understanding diversity and inclusivity: Culture, gender, race, class, socioeconomic status, and sexual orientation
 6. Active listening, empathy, and working effectively in teams
 7. Understanding and utilizing interpersonal power
 8. Understanding and resolving conflict with others (e.g., power differentials, perceptions, escalation/ de-escalation, and resolution techniques)
 9. Giving and receiving feedback well (BIFF Model: Behavior, Impact, Future, Feelings and GROW Model: Goal, Reality, Options, Way Forward)
 10. Working together: Planning and executing a team project
 11. Glimpsing the bigger picture: Global society, systems, and institutions
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COURSE CODE: GLO-306
COURSE TITLE: Global Crises
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

Global Crises is essential for any student interested in discovering how business can survive and flourish in uncertain times. This course challenges conventional wisdom about the causes and consequences of the various global crises that we face. Rather than assuming that crisis is a normative characteristic of a modern/post-modern world, which many commentators do, evidence will be provided that proves that never before in human history have we had a greater opportunity to create a truly sustainable future. This course will begin by contextualizing the current state of affairs in an historical perspective.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the notion of global crisis and their moral, political, social and economic implications and how they affect business operations.

CLO2: Analyze several global issues from different perspectives, explain their causes and make educated guesses about their evolution.

COURSE TOPICS:

1. Measuring human development
 2. Global issues and global crises
 3. Global governance and global power
 4. Goal setting and crises management
 5. Definitions and measurement of poverty
 6. Global inequality and human opportunity
 7. Access to water and sanitation
 8. Energy and the environment
 9. Global consumption and climate change
 10. Access to health care and human rights
 11. Education and literacy
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COURSE CODE: GLO-320
COURSE TITLE: Global Culture & Business
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course uses aspects of cultural anthropology and sociology to help us understand aspects of global culture and how that relates to the world of business. Using the work of Grant McCracken, Douglas Holt & Douglas Cameron this course will explore how culture can help us to gain an insight into near-to-medium term trends, their application to business innovation and how brands can use these ideas to reinvent themselves. The course will also examine how, as a result of the spread of new technology, the advent of a shared global entertainment/information space and the rise of various iconic brands, culture itself has become a commodity.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain why the study of culture plays an important part in positioning a brand and/or business in the contemporary market place.

CLO2: Apply Holt & Cameron's 'Cultural Ideology' method to a failing brand and outline a way for that brand to both renew itself and reinvigorate its fortunes.

COURSE TOPICS:

1. Definitions of culture
 2. The creation of a global culture
 3. Business strategy and culture
 4. Culture as resource and commodity
 5. Branding and cultural innovation
 6. The creation of an iconic brand
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COURSE CODE: GLO-328
COURSE TITLE: Religious Faith & Globalization
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

Processes of globalization, including the movement of migrants and refugees across borders, has led to greater religious diversity within some nation-states and focused attention on pre-existing religious differences in others, increasing the risk of discrimination, social marginalization, civil unrest and religiously-inspired violence. Increased religious diversity is often held responsible by politicians and ordinary citizens for weakening established patterns of national identity and leading to rapid cultural change. It is fair to say that almost everywhere people who follow a minority religion are likely to be treated with suspicion. This picture, however, has been complicated by a decline of formal religious faith and a rise in secularism and new forms of spirituality in some countries, notably in Europe, by a return to religiosity in other countries, especially in states transitioning from Communism, including Russia and China, and by a politicization of religious faith in other countries such as the United States, India, and Iraq. While followers of institutionalized religions in the West complain of being sidelined in intellectual and political circles, and in popular culture, in other countries agnostics, atheists, and followers of various spiritual practices may feel equally marginalized and discriminated against. This course will use case studies to explore this complex relationship between faith, religion, collective action and globalization. While fear of religious extremism may sometimes seem justified, religion and spirituality cannot be reduced to one or another form of fundamentalism. Religious pluralism can be problematic precisely because religion is an important source of personal and collective identity for billions of people. Faith often underpins strong ethical commitments, commitments that followers may feel compel them to act. While religion has been used to justify violence, faith communities have also been mobilized throughout history to address many forms of social, economic, and environmental injustice. While globalization may seem to be fueling religious tensions, globalization and the technologies associated with it have also enabled the emergence of faith-based local, national, and international linkages with the potential for achieving real, lasting, and positive social and economic change. Students in the course are invited to explore these issues in an open and honest manner, without shying away from what can sometimes be difficult and even controversial ideologies and events.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

COURSE TOPICS:

COURSE CODE: GLO-330
COURSE TITLE: Gender & Development
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

New social and economic forms of living together have arisen through globalization and technology, impacting the way men and women around the world construct their social identities. The field of gender and development studies seeks to analyze and understand the relationship between process of economic development and changes in the social construction of gender by exploring how masculine and feminine identities are constructed in the Global South and the Global North, and how a gendered social identity affects peoples access to rights, resources and opportunities. Through a consideration of a range of cases drawn from around the world the course will examine issues of gender inequality, discrimination and poverty. Students will then apply relevant concepts and real-life examples to gain a deeper understanding of current efforts to promote gender equality, inclusivity and wellbeing in various social, political and cultural contexts, and to consider how large-scale international organizations and businesses as well as empowered groups and individuals can play a role in accelerating change. Building on pertinent theories in the field, the course will apply a gender and development lens to a range of topics, including human rights, economic inequality and microfinance, access to education and health services, gender-based violence, and gender identity, and consider how gender identities and gender roles are likely to evolve in the future under the continuing pressures for globalization and technological change.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Describe the diversity of gender roles, relations and identities across various social, political, and economic contexts, as well as the inter-sectionality between gender and other forms of social identity, such as age, race, social class, etc.

CLO2: Apply relevant theories and concepts in the field of Gender and Development to an analysis of gendered social identities and how gender identities are constructed and enacted in a context of gender inequality, discrimination and poverty.

CLO3: Analyze and evaluate how processes of development and social change can happen in both public and private institutions, as well as through the actions of empowered groups and individuals, to promote gender equality and human rights.

COURSE TOPICS:

1. Gender and international development
 2. The social construction of gender
 3. Gender roles in the Global North and the Global South
 4. Gender socialization and identity
 5. Measurement issues in human development
 6. The capabilities approach
 7. Gender mainstreaming, equality and human rights
 8. Gender, entrepreneurship and the social enterprise
 9. Gender and education
 10. Gender and humanitarian crises
 11. Gender, refugees and migration
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COURSE CODE: GLO-338
COURSE TITLE: Global Human Rights
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

What are universal human rights, how are they recognized and enforced around the globe, and what are their effects? This course examines the gradual development of an international human rights regime and its social and political effects in the 20th Century. This international regime is characterized by widely accepted norms, binding treaties with implementation mechanisms, access by individual victims to global and regional machinery, and transnational networks of activists and non-governmental organizations. This course will focus on understanding how this regime came into being, its historical effects, how it continues to evolve, and its significance for the lives of those who continue to suffer abuses around the world. By the end of the course, each student will understand key concepts and debates concerning human rights and their role in securing justice, peace and stability on the international stage, understand the scope of human rights abuses in the world, and be able to think seriously about what is to be done when they occur.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the trade-offs involved in promoting some human rights over others, and the necessity of making such choices when deciding on how resources are devoted to addressing human rights.

CLO2: Have a basic understanding of how international human rights law is created and enforced, including the role of governments, NGO's, and individual actors in that process.

CLO3: Understand the benefits and weaknesses of three main tools used to address human rights abuses after they have occurred, namely: trials, truth commissions and reparations.

CLO4: Understand and be able to describe and defend her or his own perspectives on the appropriate role of human rights laws and policies in the international world order.

COURSE TOPICS:

1. The idea of a human rights regime
 2. Sympathy and reason
 3. Natural rights and legal principles
 4. Human rights in international law
 5. Human rights and the sources of moral pressure
 6. Culture and human rights
 7. International peacekeeping
 8. International development assistance
 9. Economic and resource rights
 10. Vengeance and forgiveness
 11. Reparations and recovery
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COURSE CODE: GLO-350
COURSE TITLE: Corporate Diplomacy & Geopolitical Risk
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course will explore the variety of ways companies are actively engaged in corporate diplomacy, from geopolitical crisis response and rescue relief efforts to corporate social action and economic development initiatives in emerging markets. This course also deals with how an ever-changing international geopolitical environment is developing and how it impacts business and leadership. Topics include political risk in emerging markets and key countries of interest, the influence of new power brokers, regional competition and collaboration, corporate diplomacy strategies, strategic communications, managing global reputations, and branding cross-sector campaigns, as well as the corporate role in shaping the global order.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Gain a broad understanding of the current geopolitical landscape as well as the ways global companies are currently engaged in corporate diplomacy.

CLO2: Gain an appreciation for the tools and individual skillsets of the successful corporate diplomat.

CLO3: Gain experience developing and leveraging various tools, including the value of social capital, necessary for effective stakeholder and tri-sector engagement.

COURSE TOPICS:

1. Corporate diplomacy
 2. Geopolitical risk
 3. Diplomatic strategies and frameworks
 4. The nation-state and the international system
 5. Intergovernmental and nongovernmental organizations
 6. Global urbanization and mega-communities
 7. Cross-cultural intelligence and a global mindset
 8. Global and tri-sectoral leadership
 9. Crises response
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COURSE CODE: GLO-355
COURSE TITLE: Working in Emerging Markets
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

Over the past 40 years, economic growth and expanding international trade have transformed the economies of countries in Asia, Latin America, and Africa. Once considered underdeveloped, these countries have now been recast as emerging markets and the drivers of future global economic growth. Fortune's Global 500 list of companies, once dominated by firms from North America, Europe and Japan, now includes world-class companies from more than a dozen emerging markets. This course provides students with a deeper appreciation of how emerging markets develop over time, and of the social, political, and institutional contexts that shape the business environment in emerging markets. Students will explore the strategic approaches that are most relevant for seizing growth opportunities in these markets, as well as the development and application of frameworks, methods and proven tools to greatly improve their likelihood of success in meeting the real-world challenges and opportunities of working in emerging markets. The course also considers the role and responsibility of international businesses as responsible global corporate citizens when investing in emerging markets.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Define the characteristics of emerging markets and evaluate their specific economic, social and institutional contexts.

CLO2: Describe and analyze the distinctive risks and challenges for developing new business opportunities and expanding existing business activities in emerging markets.

CLO3: Apply concepts, frameworks, methods, and tools to develop business strategies relevant to the business environments in emerging markets.

CLO4: Articulate a personal perspective on the role and responsibility of multinational firms in addressing the governance and social challenges present in many emerging markets.

COURSE TOPICS:

1. Characteristics of emerging markets
 2. Emerging markets in the global context
 3. Emerging market challenges and opportunities
 4. Governance and institutional voids
 5. CSR challenges in emerging markets
 6. Market development and consumption patterns
 7. Multinationals and the liabilities of foreignness
 8. Emerging market multinationals
 9. Market entry strategies
 10. Innovation and reserve innovation
 11. Information technology and communications
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COURSE CODE: GLO-365
COURSE TITLE: Activism & Social Movements: A Bay Area Perspective
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

San Francisco and the surrounding Bay Area have long been a hotbed of activism and social change. San Francisco's Haight-Ashbury district was the epicenter of the hippie counter culture movement. The Black Panthers in the past and today's Black Lives Matter movement both have Oakland roots. Native Americans seized Alcatraz Island; it has since been called the "cradle of the modern Native American civil rights movement." And Harvey Milk and his contemporaries in San Francisco's Castro District were at the leading edge of the gay rights movement nationally. Today, leading edge online social action organizations such as Change.org call San Francisco home. In this course, students will explore activism and social change, both past and present, through the lens of Bay Area experiences. Theory and research on social movements, social networks, and social change will be augmented with a discussion of real-life cases from throughout the Bay Area.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate and analyze the mechanisms that support social movements and facilitate effective collective action.

CLO2: Describe historical social movements and collective actions originating in the Bay Area.

CLO3: Critically assess strategies and means for promoting positive social change in an integrated, interdependent and socially-network world.

COURSE TOPICS:

1. Collective behavior theory
 2. The origins of social movements
 3. The life cycle of social movements
 4. Online social networks and social action
 5. Activism & Civil disobedience
 6. Government responses
 7. Activism & Identity
 8. Environmental activism
 9. Social justice movements
 10. Community activism & engagement
-

COURSE CODE: GLO-370
COURSE TITLE: Comparative World Religions
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course will serve as a general introduction to the basic religious concerns of humanity, exploring the ways in which religions have developed in Eastern and Western history, giving intellectual, moral, and institutional expression to the meaning of human existence. The course will survey the major religions of the world, both Eastern and Western, outlining their beliefs, central tenants and histories.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate the principles of various religious traditions and describe their role in human culture, history, and society, as well as in the political and economic contexts of globalization.

CLO2: Demonstrate awareness of ethics and moral systems in various religions.

CLO3: Show the basic knowledge of psychology of personal growth in health-related religious and spiritual practices, such as mindfulness or yoga.

COURSE TOPICS:

1. Religion as a cultural system
 2. Mindfulness
 3. Structure of religious tradition
 4. Relativism & Universalism
 5. History of religion
 6. Faith, knowledge & salvation
 7. Religion & psychology
 8. Mythology & religious symbolism
 9. Religious pluralism
 10. Theistic, polytheistic, monotheistic, pantheistic & non-theistic religions
 11. Taoism, Confucianism & Neo-Confucianism
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COURSE CODE: GLO-373
COURSE TITLE: The Political Economy of Development
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course provides a brief survey of current thinking on economic development. One of the great intellectual and moral challenges of our time is to understand why nations are so economically unequal. While tremendous economic progress has occurred in some parts of the world, other countries and regions remain mired in extreme poverty. While some nations are developed and dominant in the global economy, others remain weak and underdeveloped. Across the globe inequality both within and between nations appears to be increasing. This course covers the historical evolution of theoretical efforts to explain these disparities and considers the successes and failures of previous efforts to promote economic development in the less developed parts of the world. In the process, students are introduced to the key features of developing economies and the most important theories and trends affecting economic development, international economic policymaking, and transnational business. The course is real-world focused and incorporates ideas and themes from disciplines other than economics. It pays attention to the critical debates on contemporary trends and challenges in the world economy.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Display a grasp of the pattern of modern economic development, its successes and failures.

CLO2: Understand a selection of key concepts and competing analytical perspectives and policies for development, the evolution of the post war 'development debate', and the key themes in current state of that debate.

CLO3: Be capable of applying knowledge of past and present patterns of development and underdevelopment, and the concepts learned in the course, to specific cases and form a view of development, underdevelopment and international economic inequality, weigh the relative merits of various theories and policies.

CLO4: Display the ability conduct research independently to acquire in-depth knowledge of one subject/case in the field of development, and to present their findings and/or a well-argued analysis of the issue.

COURSE TOPICS:

1. Introduction: Development & International economic inequality
2. The legacy of 'high development theory' and the experience of state-led development
3. The rise (and fall) of neoliberalism
4. The historical record of development, 'late development' and 'catch-up'
5. The historical record of development– c20th 'late' and 'catch up' development
6. Theorizing the success of developmental states
7. Policy for development
8. 'Post-Washington consensus' thinking: The revival of structuralism, domestic issues and the return of industrial policy)
9. 'Post-Washington consensus' thinking: New institutionalist themes
10. From domestic lessons to the world market: International competition, Polarization & Centre-periphery structures
11. Underdevelopment, bad governance, state failure & corruption: Some general themes and African peculiarities.
12. How do institutions and strategies come about?
13. 'Strategy switching'

COURSE CODE: GLO-375
COURSE TITLE: The Political Economy of the Public Sector
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Economics Minor;Global/Regional Elective

COURSE DESCRIPTION:

The role of the state and public organizations is often overlooked in business schools, but states, governments and public organizations have existed for hundreds of years and affect almost every single aspect of conducting business, by supporting, regulating or even antagonizing markets. Public organizations are increasingly under scrutiny, the complexity of the challenges they are facing is escalating and this necessitates competent and well-trained managers. This course will provide the tools for understanding and analyzing both the macro and micro environment of the public sector.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamental nature and functioning and development of the Public Sector.

CLO2: Understand the basic principles of Public Economics.

CLO3: Analyze comparatively the public sector and its sub-systems in different countries/models.

COURSE TOPICS:

1. Introduction to Public Economics?
 2. Role of the public sector in mixed economic systems?
 3. Public budget and public debt?
 4. Market failures and public goods production?
 5. Tools of welfare analysis?
 6. Taxation of Personal and Corporate Income?
 7. Taxation of goods/services and wealth?
 8. Social Insurance Policies
 9. Organizational Goals & Strategy in Public Organizations?
 10. Public Private Partnerships?
 11. Globalization?& Public Economics?
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COURSE CODE: GLO-420
COURSE TITLE: Future Societies
CREDITS: 3
ELIGIBILITY: 75 Credits
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Scientific and technological progress are driving change in the modern world at an accelerating pace, while human activity is altering the environment in unpredictable ways. Societies are struggling to adapt to a global economy that is being transformed by new technologies, rapid urbanization, an aging population, and volatile and dynamic processes of globalization. At the same time, as a species, we continue to push toward the planetary boundaries of sustainability. As we face the future we are struck with amazement and dismay. Incredible opportunities rub shoulders with wicked problems, including the potential elimination of work as we know it, a loss of individual identity and autonomy, increasing concentrations of wealth and power, the de-legitimization of social, economic and political institutions, and the disruption of the global ecosystem. These wicked problems are often hard to define, are shaped by divergent perspectives, and cannot be easily solved by known or standard methods. They are also grand challenges, challenging our current ways of seeing the world and demanding new stories that can help us navigate toward a better future. The need for human ingenuity has never been greater, yet our awareness of human fallibilities and the difficulty of forging consensus among the more than seven billion people on this planet has rarely been more acute. The future is unmapped terrain and individuals, companies, institutions and societies will be called upon to transform themselves in multiple and unexpected ways. Arriving at a sustainable future will require courage, insight, creativity and hope, a critical consideration of the claims and counterclaims on all sides of each debate and a willingness to engage in dialog and be open to other perspectives and ideas. The purpose of this course is to engage us all in this process of collaboration. Along the way, the course aims to prepare students to better understand, grapple with, and ultimately design and implement solutions to the world's most pressing problems. The course is also designed to provide a capstone experience, helping students to integrate the academic knowledge and practical experience acquired through other courses, and to develop a vision of their own roles as future business leaders and global citizens.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate an understanding of the forces that are driving disruptive change in an increasingly globalized and interconnected world.

CLO2: Engage the wicked problems and grand challenges of the future from the perspective of multiple stakeholders.

CLO3: Appreciate the indeterminacy of the future, the importance of imagining alternatives, and the consequences of the choices we make today.

Articulate a personal vision of what it means to be a member of a global community and a future leader in business and society.

COURSE TOPICS:

1. Arriving at the present moment: the making of the 21st century
2. The Anthropocene: climate change, biodiversity loss, planetary boundaries, resilience, and deep adaptation
3. Global governance: the nation-state, transnational corporations, and civil society
4. Technology and innovation: Moore's law, the fourth industrial revolution, cultural lags, and institutional challenges
5. Human nature: perception, cognition, social identity, culture, and citizenship
6. Critical literacy: Big data, privacy, individual autonomy, and manufacturing consent
7. Measuring progress: Regenerative capitalism, the circular economy, and doughnut economics
8. Smart cities: population growth, urbanization, migration, and the meaning of work
9. International security: food insecurity, social instability, and access to natural resources
10. Individual choice/collective action: Carbon footprints, consumption patterns, investment decisions, political engagement, and human rights

11. Designing the future: ancient wisdom, modern science, errors in prognostication, utopian and dystopian visions, drawing new maps, and telling new stories

COURSE CODE: HIS-205
COURSE TITLE: Great Britons
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

Great Britain has produced more than its share of extraordinary people, whose characters and achievements have shaped everyone's lives. This course gives us the chance to get to know some of them, from writers and kings to inventors and entrepreneurs, to understand what made them special and what impact they had on their own time, and on ours. This course will concentrate on figures from 1660 to 1900, the period during which Britain became the first urban society, the first industrial economy, the most inventive culture in history, the financial and commercial powerhouse of the global economy, the heart of the biggest empire the world has ever seen. Students will study the lives and achievements of the people who made this happen. The course introduces students to the academic study of history, focusing on the relationship between great people and their cultural and geographical contexts. Class field trips take students to parts of London that they might not otherwise visit and acclimatizes and orients them to their temporary home. At the completion of this course, students will be comfortable wandering around London, aware of the achievements, qualities and failings of people who have lived here in the past, and sensitive to the interplay between individuals and the times and places where they live and work.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain how historians think and construct historical narratives and arguments.

CLO2: Navigate London and exploit its cultural resources.

CLO3: Articulate the relationship between individual achievements and the cultural context in which they occur.

COURSE TOPICS:

1. How historians think
 2. The individual in historical, geographical and cultural context
 3. Five Great Britons
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COURSE CODE: HIS-220
COURSE TITLE: London & the Atlantic World: Sugar, Cotton & Slaves
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

History has changed markedly in the last quarter century. Scholars have placed a new emphasis on the importance of global patterns of cultural and economic interaction. International trade in commodities is now widely seen as an important influence on national histories, even as a foundation for them. Ocean and sea basins are now seen as fundamental geographical units, rather than merely the emptiness between landmasses. This course reflects these new concerns. It surveys the history of two important commodities: sugar and cotton. It explores the transatlantic trade and the plantation system of production that used slave labor in the Americas to make these commodities available on a large scale and at a low price to the consumers of Europe and North America. One cannot overstate the influence of these features on centuries of world history, on the global economy and environment, on the culture, society and politics of dozens of countries and on the lives of billions of workers and consumers. One also cannot overstate their importance in the history of business: our financial institutions, our management strategies, our marketing techniques all emerge from them. To know their story is to understand why we live, behave and work as we do. Much of the course is history on a global scale. It traces the development, structure, and decline of Atlantic trade and the plantation system and their effect on societies and ecologies on both sides of the Atlantic basin. Much is national. It looks at how European nations, and Britain in particular, used military power to create, maintain, and eventually reform them. But much is also local and specific, examining their impact on London's geography, economy, and culture. It also looks at the legacy of the plantation system, and the extent to which the production of basic commodities still depends on human exploitation, environmental degradation and state violence.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand and be able to articulate the history of transatlantic trade and the plantation system, their impact on consumer culture, and their legacy in modern business practice.

CLO2: Understand and be able to show how transatlantic trade and the plantation system shaped London's geography, economy, and culture.

CLO3: Compare these historical phenomena with those underpinning international trade and manufacture today.

COURSE TOPICS:

1. The Atlantic world & the development of transatlantic trade
 2. The emergence of the plantation system
 3. The slave trade & abolition
 4. War capitalism, empire & mercantilism
 5. The environmental impact of the plantation system
 6. The plantation system & modern business practice
 7. London & the plantation economy
 8. Consumerism & exploitation
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COURSE CODE: HIS-235
COURSE TITLE: London: The History of a Business City
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course familiarizes students with the rich complexity of human societies, and shows how this complexity is studied by scholars in history and the social sciences. It introduces history as a mode of thought and an academic discipline, provides a working knowledge of some key concepts and techniques of historical study, surveys different types of history, including cultural, social, economic and political, and the relationships between them, and gives practice in historical research, selection, analysis, and synthesis. This course also acts as an introduction to the historical study of the business environment, and explores how changing geographical, cultural, economic, technological conditions affected the way Londoners did business and eventually shaped much of modern business culture. One additional objective of the course is to enrich students appreciation, use and enjoyment of London as a place in which to live and study, through visits and walks, providing students new to London with an introduction to their temporary home. Between 1500 and 1900, London was transformed from a backwater on the periphery of Europe into the biggest and richest city in history, the first modern metropolis, the heart of the most extensive empire the world had ever seen and a pioneer of modern business practice. While the story of this change is interesting in itself, it also allows us to address some important issues, including the relationship between geography and history, the relationship between political power and economic and cultural change, the development of modern financial institutions and corporate structures, the long history of globalization, the long history of the creative industries, the rise of bourgeois culture and mass consumption and the emergence of modern retailing and marketing.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain how historians think and construct historical narratives and arguments.
CLO2: Describe the history of London from the Reformation to the death of Queen Victoria.
CLO3: Explain the historical background of modern business practice and consumer culture.

COURSE TOPICS:

1. How historians think
 2. The benchmark: London in 1500
 3. Tudor London: from the Reformation to Shakespeare and the East India Company
 4. The traumas of the 17th century and their legacy
 5. 18th century transformations: industrial manufacture, bourgeois consumerism, mercantile capitalism
 6. Mass transportation and the expansion of London
 7. London the imperial capital
 8. Governing the ungovernable city
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COURSE CODE: HIS-245
COURSE TITLE: Trading in Disease: The History of Medicine in Britain
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

Have you ever thought about treating your cough with cocaine? Or wondered if iced water can cure lung cancer? Trading in Disease: The History of Medicine in Britain reveals another side of commerce in Britain by placing medicine in the cultural and commercial marketplace. This course traces the development of medicine from a brutal and competitive business in the late eighteenth century to the state-funded system Britain has today. Students will learn how Victorian entrepreneurs dominated the market by selling useless remedies and read about explorers who made startling medical discoveries overseas. They will also be introduced to the methods used by physicians to create successful marketing strategies and the surgeons who operated in front of live audiences to advertise their new techniques. The course builds upon popular historical knowledge but offers a new perspective on the importance of marketing, management and entrepreneurship in medicine's history. Students will visit some of London's oldest operating theatres and medical museums and read a variety of medical texts to best understand the enduring relationship between medicine and business.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate an understanding of the mutual and enduring relationship between medicine and business through the examination of medical texts and/or objects.

CLO2: Show an awareness of the importance of race, class, gender, Empire, ability and religion in British understanding of health and illness through class discussions and written work.

COURSE TOPICS:

1. Hospitals vs Freak-Shows: The battle over the dissemination of medical knowledge
 2. Body Snatching and Dissection: Supply and demand in the development of anatomy and pathology from the late eighteenth century to today
 3. Medicine and the Marketplace: The ongoing competition between quacks, fakers, con-artists and regulars
 4. The Rise of Surgery: The importance of performance in the development of emergency medicine
 5. Disease and Human History: How particular diseases have helped shape the medical profession
 6. Drugs and International Trade: The increase in the use and abuse of prescription drugs and recreational drugs in the nineteenth and twentieth century
 7. Madness and Money-making: Exploitation in the mental health and asylum systems
 8. Battlefield Medicine: Medical discoveries because of war
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COURSE CODE: HIS-260
COURSE TITLE: History of American Business
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course provides an overview of the history of business in the United States, as well as an introduction to the field of business history. In addition to tracking important changes in the national economy, corporate structure, and business activity, we will also explore the development of a capitalist economy, the rise of big business, emergence of a consumer society, the relationship between business and labor, and the changing role of business as a social and cultural institution in America.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain how historians interpret historical sources to understand the past.

CLO2: Describe and analyze key people, places, events, and patterns in the history of US business.

CLO3: Construct historical narratives and arguments in the history of US business using primary and secondary sources.

COURSE TOPICS:

COURSE CODE: HUM-120
COURSE TITLE: From Spiderman to Sin City: A History of the Graphic Novel
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course traces the history of the graphic novel as it emerges from the serialized comic book in the 1970s. The course will begin by looking and graphic storytelling in comic books, and then explore the generic range of these extended narratives. It will consider the relationship between graphic novels and their cultural and political contexts. It will also look at them as key elements of an industry increasingly dominated by huge international companies and established brands.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Be familiar with the history and generic range of the form.

CLO2: Understand and apply a variety of critical and semiotic analytical tools.

CLO3: Understand and articulate the place and significance of the medium in the creative industries.

COURSE TOPICS:

1. The roots of the graphic novel in pre-war US comics 2 The pioneers: Eisner, Herge & others
 2. Counter-culture and the graphic novel: Art Spiegelman & others
 3. The graphic novel explosion of the 1980s: Alan Moore & Frank Miller
 4. The long form of the 90's: Neil Gaiman & others
 5. Diversity in the new millennium
 6. The graphic novel as multimedia product
 7. The graphic novel in the creative industries
 8. The future of the graphic novel
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COURSE CODE: HUM-125
COURSE TITLE: Dark Days: Dystopia in Science Fiction & Popular Culture
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course examines dystopias in science fiction in contemporary film, literature and digital culture from around the world. It explores the ways in which science, technology and biotechnology are represented in these texts, focusing on their association with repressive politics and the pursuit of financial success through the oppression and dehumanization of nature and the individual. Students will explore a selection of clips from films, short stories, games, podcasts, documentaries, theoretical essays and social media threads that relate to tech-based exploitation, environmental destruction and dehumanization. In order to understand these works and their relevance to today's audiences, we will draw on a body of critical work that focuses on what these texts reveal about the formal, cultural and political dynamics of dystopia in science fiction.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate knowledge of key issues and debates in contemporary science fiction and post humanism.

CLO2: Be able to apply this knowledge to the chosen film/literary/theoretical/cultural/digital texts we will discuss throughout the course.

CLO3: Use this knowledge to evaluate both well-established and newly emerging representations of dystopia in science fiction, theory and popular (including digital) culture.

COURSE TOPICS:

1. Apocalyptic and post-apocalyptic visions
 2. Artificial worlds, beings and intelligences
 3. Capitalism and the megacorporation
 4. Gender, identity and the family
 5. Technological utopias/dystopias
 6. Cyborgs, cyberspace, and brain-computer interface
 7. Time travel and space exploration
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COURSE CODE: HUM-135
COURSE TITLE: Psychoanalysis in Film & Popular Culture
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course explores the ways in which the core understandings and insights of psychoanalysis have been used since its inception to explore some of the key issues and anxieties of Western and, increasingly, non-Western, societies around the world. These range from stereotyping and prejudice, radicalization and wall-building to the mental health and behavior of individuals under pressure from rapidly-changing societies and unrealistic standards of perfection. Narrative genres as diverse as romantic comedies, horror, crime, the supernatural, science fiction, feminist and queer texts have drawn on psychoanalysis to great effect. After a period of relative decline, psychoanalysis has of late undergone something of a renaissance and many of Freud's ideas are being revisited and re-evaluated in the light of contemporary developments from neuroscience. The course will concentrate on a specific theme each week, and a range of texts (film, audio and literary) from different genres will be used to illustrate and discuss these themes. The texts chosen will be drawn from both Western and non-Western cultures and will include classics as well as texts from popular culture. The course will include visits to relevant local museums, film libraries and mediatheques.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate knowledge of the core insights of psychoanalysis and how these insights have changed and deepened in particular societies over time.

CLO2: Discuss the relevance of these insights to today's audiences and the anxieties they face in their everyday lives.

CLO3: Apply this knowledge to the chosen film/literary/theoretical/cultural texts discussed throughout the course.

CLO4: Use this knowledge to evaluate both well-established and newly emerging representations of the insights of psychoanalysis in film and popular culture.

COURSE TOPICS:

1. Social psychology: Stereotyping, Prejudice & Propaganda
 2. Memory
 3. Dreams and the Unconscious
 4. Sexuality
 5. Childhood and the Mother
 6. Personality disorders
 7. Trauma, defence mechanisms and resilience
 8. Portrayal of mental health professionals
 9. The Madwoman in the Attic: representations of female mental instability
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COURSE CODE: HUM-200
COURSE TITLE: The Arts in London
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This interdisciplinary course in the visual and performing arts introduces students to the immense range of cultural activities in London. It also provides a range of tools and approaches to help students analyze and appreciate them. The course is based on attendance at films, concerts, ballets, operas, and plays, as well as visits to exhibitions, galleries, museums, and public spaces. Because it takes place outside the classroom, it also gives students the chance to explore London.

The course has a mandatory additional fee of £150. During the semester we will see 6 or 7 shows [one every other Tuesday night]. We will also take field trips to museums, galleries, and exhibitions which charge for admission. The fee covers the cost of your tickets. Since we can get significant group student discounts, you will be getting a bargain; these activities would cost you a lot more if you did them on your own.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Apply basic approaches, concepts, and conventions of arts analysis in short review essays.

CLO2: Articulate, explain and justify their own artistic tastes and judgements.

CLO3: Show and use a practical acquaintance with the geography and cultural resources of London.

COURSE TOPICS:

1. The range of arts in London
 2. The basic geography of London
 3. Tools for analysis: medium, genre, context, subtext
 4. Public and private spaces
 5. The idea of the museum
 6. The creative industries: The arts as a business
-

COURSE CODE: HUM-231
COURSE TITLE: From Sophocles to Circus: The Performing Arts in London
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

London is the global capital of the performing arts. It teems with plays and musicals and cabarets and stand-up comic routines and ballets and operas and concerts and performances so delightfully strange as to be completely unclassifiable. Audiences may sit on red velvet seats in the most splendid traditional theatres or wander in the dark through abandoned warehouses. This course plunges students into this spectacularly rich diversity and gives them the concepts and critical vocabulary to think and talk about it.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Discuss and critique a range of performance in coherent insightful reviews.

CLO2: Demonstrate understanding of key concepts, modes of thought, terminology of arts criticism, as well as their own tastes and preferences.

COURSE TOPICS:

1. Genres of performance
 2. History of performance
 3. The social context of performance
 4. Critical approaches and terminologies
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COURSE CODE: HUM-232
COURSE TITLE: The Arts in Boston
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course offers a general introduction to the wealth of artistic endeavors in Boston, from fine arts to the performing arts to the impact of art and design on architecture and real estate. It aims to help students develop an answer to the question: What is art worth? Classes combine lectures, discussions, visits to museums, galleries, and public spaces, viewings of films, and attendance at performances. Leading local practitioners will offer insights into their work as guest speakers. Optional readings provide background and detail for interested students. Because it takes place largely outside the classroom, the course gives students a chance to explore Boston. Because this course requires you to visit museums and attend performances, including 2 required evening performances, students will incur additional expenses of approximately \$100 in admission fees payable to the institutions we visit.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: A good understanding of the major artistic industries in the Greater Boston metropolitan area.

CLO2: A practical command of basic approaches, concepts, and conventions of critical analysis in the humanities, and the ability to apply them in short review essays.

CLO3: Familiarity with the geography and cultural resources of Boston and its neighbouring cities and towns.

CLO4: A personal response to the question "What is art worth?" and the ability to explain and justify it.

COURSE TOPICS:

1. Is Art History?
 2. Educated Art: Principles of art criticism
 3. Art & Society: What are museums for?
 4. Media
 5. Fine Art: The Business of Fine Art
 6. Blockbusters: Architecture?
 7. Innovation?
 8. People's Art: A brief history of popular art
 9. Art & Technology?
 10. Real Estate, Business & Art
-

COURSE CODE: HUM-243
COURSE TITLE: Music in/as/and Culture
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

How does music reflect our time? How does it partake in nation-building or the emergence of subcultures? How is music involved in forming individual identities? And in what way does it engage with issues such as race, gender, violence and sexuality? In this course, we will look at music in relation to culture, or more precisely, music as a form of cultural memory that derives meaning through its connections to other artforms, social spheres and disciplines of thought.

The course will focus on Western music from the 20th century to the present and uncover the disparate lineages that comprise many of today's genres. Classes will stage a dialogue between cultural topics and music so that both illuminate one another. We will examine in what way societal events impact on music and how music responds to these developments in turn with the aim to assess their bearing on questions of cultural awareness, value, ethics and responsibility.

We shall look at numerous musical styles – including rock, pop, rap and classical music – and consider these in the contexts of feminism, fashion or politics, to name but a few, as well as writings in philosophy and cultural theory. By utilising music as both an object of study and a magnifying glass that helps us decipher our surrounding, we shall investigate recent debates in the humanities – such as authenticity, originality or authorship – and trace their development across different times, cultures and communities. The question underlying all enquiries centres on the production of meaning in and through music and its effects on our lives and time. No prior knowledge of music theory is required for this course.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate detailed knowledge of the wider cultural contexts surrounding musical currents and critically evaluate these contexts in terminologically appropriate prose.

CLO2: Establish meaningful connections between different disciplines and areas of cultural discourse in relation to music.

CLO3: Apply the developed ability to identify, analyse and interpret specific issues in music and to critically position their own thinking in relation to these issues on the basis of the theoretical information gained from the module.

COURSE TOPICS:

1. History: the influence of technology; postmodernism
 2. Politics: censorship; cultural appropriation
 3. Womanhood: from Clara Schumann to Beyoncé
 4. Migration: nationalism; cultural migration; race and racism
 5. Visuality: music videos; fashion
 6. Identity: authorship; subjectivity; subcultures
 7. Value: how is value attributed to music
 8. Gender: glam rock; androgyny; femininity / masculinity
 9. Authenticity: mimesis; 'folk'; originality
 10. Commerce: manufactured music; boybands / girl groups
 11. Violence: glorification of violence; death in music
 12. Body: movement in popular music; sexualisation
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COURSE CODE: HUM-245
COURSE TITLE: Museums, Galleries & Graffiti: Visual Arts in London
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course introduces important concepts and issues in the critical study of the arts and exposes students to a host of examples from a wide range of media, periods, and styles. It also introduces students to the subsidized and commercial arts scene in London, and helps them develop, articulate, and justify their personal tastes in the visual arts. This course is designed to introduce important critical concepts in the humanities, with emphasis on the visual arts. It will also enable students to apply those concepts to visual art from a range of media, periods, styles, and producers and help students develop, articulate, and justify their own tastes and preferences in the arts.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand, define and apply important critical concepts in the humanities.

CLO2: Appreciate and analyze artworks from a variety of media, periods, styles and producers.

CLO3: Articulate and justify their own tastes and preferences in the visual arts.

COURSE TOPICS:

1. What is [and isn't] art?
 2. Visual arts in London
 3. Tools for analysis: Medium, genre, context, subtext
 4. Public and private spaces
 5. The idea of the museum
 6. The arts as a business
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COURSE CODE: HUM-255
COURSE TITLE: Shakespeare & London
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course places the work of Shakespeare in a range of contexts: his life, the London of his time, the history of European theatre, Tudor and Stuart politics and culture, the development of his reputation over the past 400 years, a variety of critical approaches, and finally, performance practice. The course will provide students with some acquaintance with Shakespeare's life and works, with the history of Elizabethan and Jacobean London and England, with the changing cultural significance of Shakespeare in the English-speaking world, with different schools of Shakespeare studies and different approaches to the plays on stage. Using reading, discussion, attendance at performances, and excursions, the course introduces students to the language and methods of English Renaissance drama, to Shakespeare's world-view and major concerns, to the society, culture and mentality of London in his time. The plays treated in detail will be those on local stages now.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the relationship between works of art and their contexts.

CLO2: Understand the significance of the Shakespearean canon in shaping cultural attitudes and values.

CLO3: Appreciate Shakespeare in performance, theatre and the arts.

COURSE TOPICS:

1. The geography, society and culture of Shakespeare's London
 2. The practice and significance of theatre in Shakespeare's time
 3. Important themes in Shakespeare's plays
 4. The elements of theatre
 5. Styles of theatrical production and performance
 6. Critical approaches to theatre
 7. Shakespeare's plays and the literary canon
 8. Adaptations of Shakespeare
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COURSE CODE: HUM-260
COURSE TITLE: Writing London: A Readers & Writers Workshop
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

People have been writing about London for at least 700 years. They have produced lyrical tributes, elegies and eulogies, urban epics, City comedies, domestic tragedies, Gothic horror stories, historical novels, classic who-, how-, and why-dunnits, utopian and dystopian science fiction, comic fantasies, pop songs, rap songs, and just about every genre in between. Students will read and discuss London poetry, plays, fiction, essays, songs and screen-plays written since the time of Shakespeare and will even take a turn at writing their own.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate their relationship with their cultural and geographical surroundings.

CLO2: Improve capacities for close observation, critical reading and evidence-based analysis.

CLO3: Improve the expressiveness, individuality, fluency of their writing.

COURSE TOPICS:

1. London places
 2. London people
 3. London stories
 4. Finding a voice
 5. Description
 6. Narration
-

COURSE CODE: HUM-272
COURSE TITLE: The Business of Film
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

This course investigates film as a worldwide industry. It considers the history of the industry, and explores the contexts in which films are funded, produced, sold and regulated. It also surveys national film industries and how they fit into the context of economic globalization.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Outline the history and basic structure of the traditional film industry.

CLO2: Analyze how the changing media environment has affected the business.

CLO3: Articulate the relationship of film to local and global markets and to other creative industries.

COURSE TOPICS:

1. The history of the film business
 2. Studio and independent film
 3. World cinema
 4. Franchises and transmedia
 5. Distribution and sales networks
 6. Film and television
-

COURSE CODE: HUM-273
COURSE TITLE: Creative Industries
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Art and Design Elective

COURSE DESCRIPTION:

Music, film, radio, television, architecture, design, games, publishing, fine and performing arts, cultural heritage, journalism are just some of the creative industries. Using London's creative industries as our laboratory, this course will examine the macro-structures of these industries by looking at patterns of ownership, the ways they are regulated both nationally and internationally, the overlap created by convergent technologies and their centrality in the global creative economy. Then the course will focus on micro-structures and such issues as funding, sponsorship, business planning, promotion, public policy, and even the sociology of work. After discovering the business side of the creative industries, students will discover the influence of the creative industries on business.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate understanding of the macro- and micro-structures of key creative industries.
CLO2: Apply this knowledge using trade-specific tools to build career strategies for local talent.

COURSE TOPICS:

1. Microstructures in music and film
 2. The nature of talent
 3. Rationales
 4. Macrostructures in music and film
 5. Culture and creativity
 6. Regulation and Law
 7. Media literacy
-

COURSE CODE: LAW-440
COURSE TITLE: Global Business Law
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

An introduction to the globe's main legal systems and their application in international trade law. This course complements the Global Strategy requirement of Hult's Business Core. It prepares Year Four students for the practicalities of legal systems that govern global business.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Organizing principles of Common Law, Civil Law, Socialist Law, Islamic Law, and Private and Public International legal systems.

CLO2: Basic elements of international trade and contracts law

CLO3: How to conceptualize legal and regulatory risks in business decision making

COURSE TOPICS:

1. Essential elements of the global legal system
 2. Essential elements of international trade law
 3. Essential elements of contract law
 4. Essential elements of corporate law
 5. Legal environment of business (Sources of Law, Civil Procedure, Court Structure)
 6. The formation and constitution of business organizations
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COURSE CODE: MAT-105
COURSE TITLE: Quantitative Skills for Business
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course emphasizes mathematical skills that can be applied to the solution of real-world problems. Topics include properties of numbers, fractions, decimals, percentages, ratio and proportion, measurement and conversion, exponents and radicals. This course will also introduce students to fundamental mathematical concepts common to quantitative business and economic analysis and will aim to create an awareness of the applicability of mathematics to various real-world scenarios. This course will equip students with the necessary quantitative skills for future courses. Students completing this course will be able to demonstrate effective problem solving using appropriate numeracy and quantitative skills, including data analysis, interpretation and extrapolation. Upon completion of this course students will be able to apply mathematical tools to solve problems, understand basic calculus and comprehend the complexity of the issues in quantitative business and economic analysis. Course topics will include base-rate-percentage problems, ratios and proportions, equations and their graphic representation, basic logarithms and introduction to statistics.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Graph and interpret linear and quadratic equations.

CLO2: Simplify and solve linear, quadratic, rational and radical expressions and equations.

CLO3: Express word problems in mathematical terms to find solutions to the problems.

COURSE TOPICS:

1. Intro to Algebra
 2. Equations, Inequalities, and Problem Solving
 3. Graph, Linear equations and Inequalities in two variables, functions
 4. Solving Systems of Equations and Inequalities
 5. Exponents and Polynomials
 6. Factoring and Quadratic Equations
 7. Rational Expressions and Equations
 8. Roots and Radicals
 9. Logarithms
 10. Quadratic Equations/PowerPoint
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COURSE CODE: MAT-210
COURSE TITLE: Introduction to Statistics & Data Analysis
CREDITS: 3
ELIGIBILITY: MAT-105
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Statistics is used virtually in all disciplines as a tool for analyzing and interpreting information and data. It is an essential part of any business decision making process and will be invaluable in whichever industry or career students choose. The course covers the principles of organizing and visualizing data, the basics of probability and normal distribution, sampling and hypotheses testing, correlation and regression analysis. It emphasizes the study of the application of statistical methods to empirical case studies drawn from business, economics and management.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand and be able to apply basic statistical and probabilistic techniques in the solution of various business-related problems.

CLO2: Understand how to use the analysis of data to draw conclusions and make business decisions.

CLO3: Understand how to use excel to analyze data.

COURSE TOPICS:

1. Sourcing, Organizing and Visualizing Data
 2. Numerical Descriptive Measures
 3. Basic Probability
 4. Normal Distribution
 5. Sampling and Estimation
 6. Hypothesis Testing
 7. Correlation and Regression
 8. Introduction to Control Charts
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COURSE CODE: MGT-200
COURSE TITLE: Principles of Management
CREDITS: 3
ELIGIBILITY: BUS-101
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

Traditionally, the term "management" refers to the activities involved in four general functions: planning, organizing, leading and coordinating of resources. In order to appreciate current and emerging management trends, it is helpful to recognize how management has evolved over time and what the key challenges for management are at present and in the future. This course delivers a broad understanding of management (including traditional and emerging views), and delves into key areas of knowledge and skills required to carry out the major functions of management.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Comprehend the importance of management as we increasingly operate in a global business environment.

CLO2: Demonstrate understanding of the fundamentals of management theory and practice.

CLO3: Demonstrate understanding of the basic management functions (i.e., planning, organizing, motivating, and controlling) and their interrelationships.

COURSE TOPICS:

1. Introduction to management: Management approaches, functions, and challenges
 2. Groups and teams
 3. Organizational and corporate culture
 4. Managerial decision making
 5. Planning: Goals and strategy
 6. Organizing
 7. Motivating human resources
 8. Managing human resources
 9. Leadership
 10. Globalization, individuality, and diversity
 11. Communication and communication effectiveness
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COURSE CODE: MGT-345
COURSE TITLE: Managing Human Resources
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

This course serves to familiarize students with the basic principles and techniques involved in strategically managing human resources, which typically account for more than half of any organization's operating budget. In today's highly competitive, globalized business environment, properly managed human resources comprise a rare source of sustainable competitive advantage. This course helps students understand how to promote and maintain that advantage through activities such as recruiting and selecting the right employees, training and developing staff, motivating personnel, evaluating performance, determining compensation, and disciplining and terminating the employment of errant employees. Students will also learn how to support effective corporate cultures, promote physical and psychological health and safety, and ensure that diverse individuals have equal opportunities to contribute and thrive within the organization. Although not every student who takes this course will work in a human resource department, every future manager and business owner will benefit from the course because it will enhance their understanding of functions that are vital to the success of their organizations.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Critically appraise the importance of human resource management in the development of an organization's competitive advantage

CLO2: Describe the elements of human resource management (e.g. – recruitment & selection, training & development, performance management, etc.) and each element's key concepts and terminology

CLO3: Apply the principles and techniques of human resource management gained through this course to complex managerial problems and situations

COURSE TOPICS:

1. Strategic Human Resource Management
 2. Recruitment and Selection
 3. Training and Development
 4. Developing and Utilizing Effective Coaching Skills
 5. Motivating and Rewarding Employees
 6. Performance Management
 7. Grievances, Discipline, and Termination of Employment
 8. Organizational Diversity and Inclusion
 9. Health, Safety, and Employee Wellbeing
 10. Global Issues and New Developments
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COURSE CODE: MGT-355
COURSE TITLE: Operations Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

Operations Management is how organizations manage resources or systems to design, deliver and improve services and products for their customers. Every book you read, every lunch you eat, every shirt you wear, every chair or bench you sit on and every lecture you attend have all been designed and produced. This course will explore the tasks, issues and decisions of those who design and produce these products and services, as well as the designing, planning, organizing, operating, and controlling of operating systems, including analytical techniques, tools and concepts applicable to managing operations.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the strategic role of operations management in creating and enhancing a firm's competitive advantages considering people, planet and profits (3Ps).

CLO2: Understand key concepts and issues of OM in both manufacturing and service organizations and identify current and future challenges.

CLO3: Apply analytical skills and problem-solving tools to the analysis of the operations problems.

COURSE TOPICS:

1. Introduction to Operations Management
 2. Operations strategy and the strategic importance of operations
 3. Social, Environmental & Economic Performance
 4. Design of services and products
 5. Design of processes
 6. The supply network management
 7. Capacity Management
 8. Inventory Management
 9. Planning and Control
 10. Lean Synchronization
 11. Quality Management
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COURSE CODE: MGT-370
COURSE TITLE: Change Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

In a world where forces like globalization, technological advances and regulation are rapidly changing business environments, companies and individuals must become effective change leaders to survive. The need for change within organizations is often driven by strategic imperatives, restructuring, re-engineering, mergers and acquisitions and globalization. This is the human side of business, the psychology behind what makes people want to make decisions that are for the greater good but don't always sit comfortably with the way things are done. This course will focus on the key levers of effective change from strategy, to communication, to the pace of change required to make new initiatives stick within organization. This course will evaluate and apply models like the Balogun and Hope Hailey's Change Kaleidoscope, Culture Web, Lewin's Force Field analysis, and Kanter's leadership models and will draw extensively from Kotter's change work. Students will examine where projects have failed due to poor change management and explore strategies for better outcomes. This will be a challenging, hands-on course that explores and applies various models to change scenarios so that students leave the course confident in understanding the drivers and success criteria for change management.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the conceptual frameworks around managing change and how both businesses and consultancies generally approach change and change projects.

CLO2: Explain how the characteristics of the organization and its people and poor change management strategy and execution can derail major change initiatives (e.g., restructuring, re-engineering, mergers, etc.).

CLO3: Apply the levers of change to promote more successful change initiatives.

COURSE TOPICS:

1. An introduction to change management
 2. Employees and other stakeholders as impediments to, and champions of, change
 3. Emotions of change
 4. Change from the perspective of organizational culture
 5. Change from the perspective of organizational learning
 6. Framing, reframing, and communicating change
 7. Approaches to change implementation: Directed vs. facilitated change
 8. Applying change management models (e.g., Kotter's 8 steps for leading change)
 9. Building consensus and buy-in: Negotiation tools, bargaining, and managing important relationships
 10. Cultural and demographic (e.g., gender, age, etc.) differences in how change is lead and managed
 11. The ethics of change and change management
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COURSE CODE: MGT-412
COURSE TITLE: Management Psychology
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major; Psychology Minor

COURSE DESCRIPTION:

To be successful, even the most technically skilled managers must be able to persuade, motivate, and engage others including direct reports, peers, customers, and executive teams. Managerial Psychology is an essential part of the Management curriculum. Through this course, students will learn to better understand the human beings that make up their workplaces and how to leverage insights from various fields of psychology about human motivation and behavior to achieve positive work outcomes. Students will leave the course better prepared to influence their organizations and communities throughout their careers.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand key psychological and behavioral science theories and findings pertinent to organizational contexts.

CLO2: Apply those concepts and theories to increase the likelihood of success for self and others.

CLO3: Diagnose and understand how to constructively influence situations in which individual, social, and environmental factors affect business outcomes.

COURSE TOPICS:

1. Perception, attention & focus
 2. Decision making
 3. Persuasion & influence
 4. Motivation theory & research: Individual & group perspectives
 5. Attitudes & emotions
 6. Psychology of performance
 7. Psychological safety & high-performance work environments
 8. Building high performance mindsets & enhancing motivation
 9. Forms and causes of counterproductive workplace behavior
 10. Diversity matters: Bias & discrimination
 11. Behavior modification & learning
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COURSE CODE: MGT-428
COURSE TITLE: Managing Diversity & Multiculturalism
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

Globalization has ushered in an era of unparalleled diversity in the workplace. Employees and organizations can benefit greatly from diversity, but such benefit is only realized through effective diversity management practices. This course covers the rewards, challenges, and strategies for success for managing a workforce characterized by diversity in such things as geographic and cultural background, age, gender, race, religion, disability, and sexual orientation. This course begins with tackling the question of why diversity matters. Students will learn about basic socio-psychological processes, such as attitudes toward in-groups and out-groups, intergroup power dynamics, stereotyping, and prejudice, that influence how people perceive and interact with those who are different. Then, they will learn best practices for successfully managing a diverse workforce. In particular, students will learn strategies for creating diversity through effective recruitment and selection, for cultivating a safe and inclusive work climate in which diverse employees can thrive and for developing and retaining diverse talent. Student engagement and willingness to share their own diverse perspectives are critical to the success of this course. A range of participative learning methods is used. Examples include case analysis, critical evaluation of organizational policies and practices, experiential exercises, small group discussions, and self-assessment.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand why diversity matters in business contexts.

Empathize with the experiences of multiple categories of diverse individuals within business and society.

CLO3: Describe best practices for successfully managing a diverse workforce.

COURSE TOPICS:

1. Introduction to managing diversity and multiculturalism
 2. Sociological perspectives on difference
 3. Psychological perspectives on difference
 4. The role of leadership in diversity management
 5. Diversity management policies and practices
 6. Diversity climate
 7. Cultivating an inclusive work climate
 8. Dimensions of diversity: Sex and gender identity
 9. Dimensions of diversity: Race, ethnicity & religion
 10. Dimensions of diversity: Age & disability
 11. Dimensions of diversity: Sexuality
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COURSE CODE: MGT-432
COURSE TITLE: Sports Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

This course educates students on the wide variety of challenges practitioners operating in the sports industry face and prepares them for a potential future career in sport. According to Plunkett research, the global sports industry was worth an estimated \$1.3 trillion dollars in 2016. Despite this large size, sport is an industry largely ignored by traditional business schools. With Hult's aim of being the most relevant business school on the planet in mind, this course will provide students with a unique opportunity to explore the challenges and features of the sports industry based on scenarios and situations taken from real life from practitioners operating across a wide range of sports and roles. This course will also provide tools for continuing their professional development outside the sport industry, should students decide that their future career is not in sport. This course will also give students the unique opportunity to examine how their personal resources affect their ability to perform under pressure by using cutting edge Heart Rate Variance monitoring technology whilst undergoing an assessment.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the unique challenges that the sports industry presents individuals and organizations how solutions can be applied to business more generally.

CLO2: Use reflective practice as a tool for continued professional development and learning from experience.

CLO3: Understand how to manage personal resources to perform consistently and excellently under pressure.

COURSE TOPICS:

1. The business of sport
 2. Problem based learning
 3. Reflective practice
 4. Managing cultural diversity in the sporting context
 5. Power, capital and the micro-politics of sport
 6. Communities of practice
 7. Leading change in sport
 8. Performing under pressure
 9. Creating high performing cultures
 10. Commercialization of sport
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COURSE CODE: MGT-442
COURSE TITLE: Media Management
CREDITS: 3
ELIGIBILITY: MGT-200 AND 45 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

This course examines media industry in the context of contemporary practices, trends and work patterns that have developed within contemporary mass communication and creative media industries. The course takes a critical structure/agency approach to modern mass communications industries and is sub-divided into two distinctive components: theory and practice. The first part takes a macro-social perspective and examines issues such as the nature of the mass communications industries, the characteristics of mass media products, the regulation of media industries with a specific focus on the so called political economy of communication, the role of audiences in consuming media products and finally the main trends in mass communication industries, and specific management challenges. The second part looks at expressions of practice by examining four distinctive case studies in Mass Communication. The first two case studies are the movie and music Industries. The third examines the BBC and the characteristic role of public service broadcasting and private TV in British society and globally. The fourth case study examines new media industries and their impact on traditional media and society. An examination of the industry from a media planning perspective concludes the course.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Analyze the mass communication industries in the context of the key creative working practices central to them.

CLO2: Acquire a critical understanding of key trends affecting the function of contemporary mass communication industries.

CLO3: Understand and interpret the measurement of media, apply research techniques to the understanding of media and construct a strategy for media planning and buying.

COURSE TOPICS:

1. The Mass Communications Industries: Critical conceptualizations
 2. Mass Communication Industries' Products
 3. Regulating Mass Communication Industries
 4. Consuming Mass Media Products: The audience and advertising
 5. Trends in Mass Communication Industries: Where do we go from here?
 6. Television Industry: The BBC and Public Service Broadcasting
 7. E-Movie & Music Industries
 8. New Media Industries and their impact on traditional media and society
 9. Innovation in the Media Industry: Managing for creativity
 10. Media Planning; Introduction to Planning & Buying
 11. Targeting Audiences: Discovering Customer & Marketing Insights
 12. Media Strategy & Calculations: Reach and Frequency
 13. Media Planning & Strategy: Media Objectives Creativity and Research
 14. Online Interactive New & Social Media
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COURSE CODE: MGT-443
COURSE TITLE: Project Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

Project Management today is an imperative part of every organization, whether it is a private enterprise or a public authority, a local store or a multinational giant. Project management touches everyone in (or even outside) an organization, from the employee who is going to be involved in one or more projects up to the senior management where it is decided which projects to run and how to distribute resources. Project Management can be defined as any action plan or program that makes use of every strategy and technique that may help in the successful completion of any project. It may also refer to planning, organizing, leading and controlling the resources both human and physical to achieve the project goals efficiently and effectively. It covers various techniques, methods, process and strategies and the main purpose of all of them is same that is to minimize the chances of loss or failure of any project.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand and employ project management strategy design, development, and deployment.

CLO2: Utilize project management tools, techniques, and skills and align critical resources for effective project implementation.

CLO3: Improve cost, quality, and delivery with efficient and effective project management processes.

COURSE TOPICS:

1. An introduction to project management
 2. Project Selection
 3. Project Scope Management
 4. Project Time Management: Scheduling & Sequencing
 5. Project Time Management: Critical Path Analysis & Project Crashing
 6. Project Risk Management
 7. Project Cost Management: Budgeting
 8. Project Cost Management: Earned Value Management
 9. Project Communications Management: Lessons Learnt
 10. Program Management
 11. Rethinking Project Management
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COURSE CODE: MGT-446
COURSE TITLE: Fashion Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

Fashion is an increasingly important part of international business and economic activity. It is not only luxury, fashion brand and designer brand consumption, but rather is available at all market levels. In this course, students will learn about basic fashion business structures and their reasons for change and growth, fashion marketing techniques and their importance in assisting strategy development and international Fashion Retailing strategies and tactics, with emphasis on Omni-channel. The course will also cover new and innovative approaches to Fashion Marketing Research, Fashion Supply chain structures, issues and management techniques, Fashion communication with emphasis on social media and Fashion trend forecasting and its importance to management decision making. Students will also examine the pivotal role of fashion designers and buyers in the overall marketing effort, the increasing importance of ethical fashion and CSR in a fashion context and the future direction of global fashion.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Gain both a pragmatic and conceptual understanding of the scope and scale of the global fashion Industries important to international fashion managers.

CLO2: Critically analyze, evaluate and select the best marketing and management theories, models and business techniques applicable to global fashion consumers and markets.

CLO3: Practically apply best fashion management and marketing practices (within a clear ethical framework) to specified international fashion business and/or brands.

COURSE TOPICS:

1. Scope of the International Fashion Industries
 2. Historic Review of growth and drivers of the international textile and garment industries
 3. International Fashion Retailing
 4. Fashion Marketing
 5. Structured walk through London's West-End Fashion Retail Street
 6. Marketing Analysis for Fashion Marketers
 7. Fashion Marketing Research
 8. The Fashion Product Mix
 9. The Fashion Promotion Mix Part I: Scope & Scale of promotional tools
 10. The Fashion Promotion Mix Part II: New approaches to Fashion Marketing (Social Networks, Blogging & Vlogging)
 11. The Fashion Price Mix: Pricing concepts, stock turns, trading velocity & profitability
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COURSE CODE: MGT-448
COURSE TITLE: Events Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major;Marketing Major

COURSE DESCRIPTION:

Events Management is focused around complex social and economic activity and reflects a key area of employment. The study of this subject is distinctive in that it is interdisciplinary, drawing on a wide range of base disciplines from "hard to soft" sciences. This course focuses on the key business areas and operational considerations of planning and delivering an effective event, including the necessary regulatory and financial constraints. Students will develop their abilities in a range of events management perspectives that will allow them to determine effective solutions to events problems. They will also be expected to apply business management theory to problems specific to the events management industry.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate an understanding of the core business disciplines in the events industry sector and be able to apply these in practical contexts.

CLO2: Demonstrate a knowledge and understanding of the application of a variety of management and planning theories to event planning and delivery processes (Strategy, Marketing, business planning, project management, operations management and logistics).

CLO3: Critically analyze management principles and practices that are applied to the management of events and of event management organizations.

COURSE TOPICS:

1. Introduction and Topology of Events
 2. Market Demand for Events
 3. Characteristics of Events
 4. The Strategic Event Plan & Objectives
 5. Event Stakeholders
 6. Event Design & Profiling
 7. Operational Overview
 8. The Events Business: Suppliers
 9. Events Planning
 10. Marketing Services, Marketing & PR for Events
 11. Marketing & Measurement
 12. Financial Management
 13. Risk Management
 14. Management and the Team: During the Event
 15. Crisis Management
 16. Close, Evaluation & Legacies
 17. Future Events
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COURSE CODE: MGT-450
COURSE TITLE: Leadership
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

The demand for leadership has never been stronger than in this uncertain world of rapidly changing markets, economies and climates. Unfortunately, 150 years of academic research have still produced no convincing theory on what leadership is or where it comes from. Nor is there likely to be one. This course will briefly consider the reasons why. During this course, students will seek out what business organizations, followers and society at large actually demand from a leader, how they develop, support and recognize one and whether any of these demands and ways to meet them is adequate or changing. For example, if too many organizations are over-managed and under-led, why do big corporations and trainers still confuse the two? George H.W. Bush didn't do the vision thing, so why should leaders when most people just want a strategy? Do different sectors want different types of leaders? What about large corporations versus start-ups? Society and corporations can't agree what social responsibility is, so how much should a leader personally take? And, based on exercises at the start and end of the course, students will learn how and where they would fit in.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand different leadership models and key interventions and how these can change the legacy of a leader.

CLO2: Clearly define their own beliefs and attributes as potential leaders and the areas they need to develop to be effective leaders.

COURSE TOPICS:

1. Introduction to and Definition of Leadership
 2. Trait Theories of Leadership
 3. Process Theories of Leadership
 4. Relational Theories of Leadership
 5. Situational Theories of Leadership
 6. Followership
 7. Attributes of Effective Leadership
 8. Leadership Skills and How to Develop Them
 9. What Teams Need from Leaders
 10. Executive Leadership: Leading the Family Firm
 11. The Effects of Context on Leadership
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COURSE CODE: MGT-453
COURSE TITLE: Hospitality Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major

COURSE DESCRIPTION:

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce and represents one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. The purpose of this course is to provide students with an understanding of tourism and hospitality and discuss the main managerial challenges in the industry.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify the key developments and trends in the tourism industry and analyze its economic, social, cultural, and ecological impact.

CLO2: Plan, organize and control hospitality operations.

CLO3: Analyze revenues and statistical data and take the proper decisions by applying contemporary and profitable management models in the hospitality services.

COURSE TOPICS:

1. Introduction to Tourism & Hospitality
 2. Economic, Social & Environmental Impact of Tourism
 3. Different Tourists & Different Destinations
 4. Destination Management
 5. The Hotel Industry
 6. Hotel Operations
 7. Revenue Management & Hospitality Accounting
 8. The Food & Beverage Industry: Bar & restaurant operations
 9. Food & Beverage Pricing & Menu Design
 10. Theme Parks & Attractions
 11. The future of tourism
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COURSE CODE: MGT-499
COURSE TITLE: Management Capstone Internship
CREDITS: 3
ELIGIBILITY: MGT-355, MGT-345, MGT-370 AND 75 Credits
PROGRAM MAPPING: Internship

COURSE DESCRIPTION:

The Capstone internship provides the opportunity for students to gain first-hand experience working in organizations with the expectation that such experiences will enable students to apply the knowledge learned during their studies to real life organizational contexts. An internship also offers students the opportunity to work with someone who can become a mentor for them, not only during the internship, but throughout their career. It is expected that such an experience can further benefit students in areas such as career exploration, leadership and development, networking and establishing professional relationships and resume enhancement.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how concepts learned during their studies apply and translate in real world business practices.

CLO2: Critically analyze and evaluate the organization's activities, practically apply concepts and propose recommendations accordingly.

CLO3: Reflect on their internship experiences in terms of lessons learnt and personal development.

COURSE TOPICS:

1. Career Development
 2. Leadership & Skill Development
 3. Networking and Establishing Mentors & References
 4. Resume Enhancements
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COURSE CODE: MKT-200
COURSE TITLE: Principles of Marketing
CREDITS: 3
ELIGIBILITY: BUS-101
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course will give students an understanding of the marketing concepts, theories and analytical tools needed to succeed in today's global environment. Students will learn fundamental marketing concepts and their practical implications, with plenty of opportunities to put classroom discussions into practice through real-life case studies.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1; Critically analyze Marketing concepts to show true understanding.

CLO2: Successfully apply Marketing concepts in given scenarios.

CLO3: Gain an understanding of conceptual issues relating to the marketing mix, consumer behavior, relationship marketing, marketing research and research planning.

COURSE TOPICS:

1. Introduction to Marketing
 2. Market Orientations
 3. New product development
 4. Product life cycle
 5. Branding
 6. Services Marketing
 7. Packaging
 8. Role of price in marketing
 9. Factors influencing pricing decisions
 10. Methods for setting prices
 11. Pricing strategies for new products
 12. Pricing strategies for existing products
 13. Channels of distribution
 14. Role of channel members or intermediaries
 15. Factors influencing distribution decisions
 16. Distribution strategies
 17. Role of promotion: DRIPE Framework
 18. Promotional tools including advertising, sales promotions, direct marketing, personal selling
 19. Sponsorship and public relations
 20. People, Process and Physical Evidence Decisions
 21. Role of the marketing plan
 22. Barriers to Marketing Planning
 23. Steps in the marketing planning process (Situation analysis, Objective setting, Strategy Development, Tactics, Action and Control)
 24. Relationship Marketing 25 Ethics in Marketing
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COURSE CODE: MKT-360
COURSE TITLE: Brand Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

Why do some brands have such loyal followers while others fade away quickly? How does branding influence consumer behavior? How does one develop a strong brand? How can the value of a brand be measured? How does a successful brand leverage its equity? How does a company develop and fit together a brand portfolio? How should brands be managed over time and across different geographic areas? Finally, how can social media be used effectively in the brand management process? This course explores the concepts and tools that will help students answer these questions. Brands are among the most valuable assets of a company. A strong brand can have a significant impact on consumer purchasing decision by communicating the value of and providing differentiation for products and services. Thus, effective brand management is critical to maintaining the long-term profitability of products and services. While branding is both an art and a science, there are certain patterns and predictability of branding activities that greatly increase the odds of success. Becoming familiar with the relevant theories and models of branding can help managers make better branding decisions. With the arrival of many interactive communications tools, there are also growing challenges as well as opportunities in the process of branding. This course aims to develop students understanding of the importance of brand equity, as well as how to build, measure and manage brand equity. It will cover topics in the utilities of branding, the process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries and market segments. Because of the importance of digital marketing and social media management in the process of branding, concepts and practices in these areas are discussed throughout the course. Additional emphasis is placed on market intelligence and data analytics as they become critical tools for brand success.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand conceptual issues relating to the theory of creating, managing and sustaining a Brand.

CLO2: Critically analyze and evaluate Brand Identity, Brand Positioning and Brand Leverage.

CLO3: Practically apply Brand Management strategically in a Global context.

COURSE TOPICS:

1. Importance of Branding
 2. Brand Characteristics and Facets
 3. Brand Identity
 4. Brand Building
 5. Brand Management
 6. Brand Equity
 7. Brand Communications
 8. Global Brand Management
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COURSE CODE: MKT-365
COURSE TITLE: Marketing Planning & Strategy
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

In this course students will utilize and apply what they have learned in previous marketing and businesses courses. From a strategic perspective, marketing is comprehensive and includes not only the understanding of marketing terminology, but also a method of applying it in a competitive environment. Marketing is dynamic and requires us to constantly be aware of the marketplace from the viewpoint of the customer and the competitors. Marketing strategies are the result of experience, education, and creative thinking with the objective being to achieve a competitive advantage for your company, its products and services. This course will focus on the dynamics of the marketplace and competition, and will explore new concepts, gain new insight and develop new skills. Students will apply the research and analytical techniques learned in this course to create a marketing plan for an existing company.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Analyze markets and the environment in which they exist.

CLO2: Create marketing strategies based on analysis of primary and secondary research.

CLO3: Demonstrate critical and creative thinking and apply that to strategy marketing plan.

COURSE TOPICS:

1. Introduction to Marketing Strategy
 2. Strategic Marketing Planning
 3. The Changing Market Environment
 4. Customer Analysis & Market Research
 5. Competitor Analysis
 6. Demand Forecasting
 7. Segmentation, Targeting & Positioning
 8. Creating Sustainable Competitive Advantage
 9. Innovation
 10. Strategic Alliances & Networks
 11. Strategy Implementation & Internal Marketing
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COURSE CODE: MKT-370
COURSE TITLE: Market Research & Consumer Behavior
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 30 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

Marketers must develop an understanding of consumer needs and motives and develop marketing strategies accordingly. Once having developed strategies, they must then understand consumer responses to these strategies. The basic purpose of this course is to link an understanding of behavioral principles to developing marketing strategies. The link between understanding consumers and developing strategies has become more complicated in the current multi-media web-oriented environment. The ability of consumers to evaluate brands and choose alternatives has multiplied exponentially. Consumers have also become more empowered to determine the nature of the ads and information they see and the characteristics of the brands they buy. This course will evaluate consumer responses in an environment that is more consumer empowered. This course is based on two assumptions: First, that every business's fundamental strategies are designed to satisfy customer needs at a profit to the firm. Second, that an understanding of these customer needs must be the basis for developing product, advertising, pricing, and distribution strategies. The premise is that an understanding of the consumer is essential for those pursuing careers in brand, advertising, and strategic management. Consumer behavior and marketing research are intimately related. Students will do extensive marketing research and collect data in-class through internet access. It is therefore necessary that students bring a computer or tablet to every class. Students will also be expected to analyze increasingly complex sets of data to better understand and forecast consumer behavior. If the occasion arises, current events that are within the scope of this class will be discussed and analyzed.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Gain an understanding of research methods.

CLO2: Apply key statistical tools in a marketing research environment and identify target audiences.

CLO3: Forecast consumer behavior and propose actionable marketing strategies.

COURSE TOPICS:

1. Introduction to Consumer Behavior
 2. Factors impacting Consumer Behavior
 3. Consumer Behavior Models
 4. Consumer Decision Making Process
 5. Consumer Attitudes: Conation, Cognition & Affectivity
 6. Customer Loyalty
 7. Risk analysis
 8. Consumer Behavior & Risk Aversion
 9. Introduction to Marketing Research: Definition, Role & Limitations
 10. Marketing Research Planning Process: DODCAR Framework
 11. Review of key statistical tools
 12. Correlation vs. causation
 13. Primary vs. Secondary data
 14. Surveys, benefits & drawbacks
 15. Statistical analysis
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COURSE CODE: MKT-405
COURSE TITLE: Neuro-Marketing
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major; Psychology Minor

COURSE DESCRIPTION:

This course introduces students to the field of consumer neuroscience and neuro-marketing and assumes a basic appreciation of the discipline of marketing, including how consumers make decisions, what they pay attention to and how their initial responses and actions predict their final choices. The course will outline and develop the basic concepts of the human brain, basic brain mechanisms, the elements of the consumer mind, how it is studied, and how its insights can be applied in commercial and societal situations.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Evaluate and give evidence of both past and current traditional and neuro-based marketing concepts and theories and appraise the way in which neuro-scientific theory relates to neuro-marketing practice.

CLO2: Analyze the problems associated with the implementation of neuro-marketing techniques and the wider social and ethical implications.

CLO3: Analyze commercial situations/scenarios where neuro-marketing and associated technology might be implemented and produce effective solutions to outline a course of action and minimize ethical concerns.

COURSE TOPICS:

1. Introduction to Neuro-marketing
 2. Neuro Research & Ethics
 3. Sensory Neuro-marketing
 4. Attention & Consciousness
 5. Emotions & Feelings
 6. Intrinsic & Extrinsic Stimulus and Emotional Engagement
 7. The Irrational Consumer
 8. Memory & Learning Functions
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COURSE CODE: MKT-426
COURSE TITLE: Luxury Marketing
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

The course focuses on the business of luxury goods and how marketers create and sustain brands for which customers are willing to pay very high prices. This course provides a framework and a set of concepts focused on the luxury goods industry and is based on the customer-centric retail marketing concepts. Students will examine customer buying behavior and the marketing strategies luxury goods companies use including product development, branding and communications, distribution channels and pricing strategies. The course is predicated on the idea that while all marketing involves common underlying strategic frameworks, there are specific differences between luxury goods marketers and mainstream marketers. A global perspective and examination of variations in foreign retail markets are underpinnings of the course.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: To provide foundational knowledge of the luxury industry, including introduction to the concepts of how "luxury" is defined, and which customers purchase luxury products.

CLO2: To develop an understanding of luxury goods marketing strategy in an evolving globalized world and how that differs from the practice of marketing in other categories.

CLO3: To develop an understanding of luxury goods marketing strategy and how that differs from the practice of marketing in other categories.

COURSE TOPICS:

1. Understanding luxury
 2. Luxury goods categories and distinctions
 3. The global luxury marketplace
 4. Differences between luxury marketing and traditional marketing
 5. Consumer behavior in luxury goods
 6. The luxury brand
 7. Luxury retailing & E-Tailing
 8. Pricing strategies for luxury goods
 9. Marketing communications in luxury brand marketing
 10. Service provision brand in luxury marketing
 11. Strategic and moral perspectives in luxury marketing
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COURSE CODE: MKT-428
COURSE TITLE: Digital Tools for Advanced Marketing Research
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

There are numerous digital tools and online platforms that allow marketers to conduct quality research and analysis, often for free. In this course students will learn how to identify advanced tools for marketing research and how and when to use them. Information is power only when you know how to effectively access it, interpret it, and present it to others. Through real client briefs we learn that marketing research can determine the fate of a business at any stage of its life-cycle. This course begins by learning how to use digital tools for scanning the business environment (market forces, key trends, industry forces and macroeconomic forces) and optimizing the business itself. Students will then conduct consumer research via keyword analysis, analytics and digital primary research tools. The next step is to access data on competitors and marketing stats. Finally, students will make use of tools that assist marketers in the analysis and presentation of their findings.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how digital tools contribute to the marketing research process.

CLO2: Use digital tools to gather and analyze data and to produce and assess research findings.

COURSE TOPICS:

1. Environmental Scan Tools: Key trends, Market & Industry forces, Case Analysis, etc.
 2. Business Optimization Tools: Strengthening the value proposition, Improving Customer Relationships, Establishing Partnerships, etc.
 3. Consumer Research Tools: Keyword Research, Analytics, etc.
 4. Competitor Research Tools: Market Intelligence, Marketing Statistics & Testing Methods
 5. Analysis & Interpretation: Web 3.0 tools, Visualization & Presentation
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COURSE CODE: MKT-429
COURSE TITLE: Sales Management
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

Selling is something that we all do. When we influence a person to change, we have 'sold' to them; our actions and words have changed their perceptions or motives. Selling is a persuasion technique.

In Business the exchange of an item for another (traditionally a product/service for a fee) is paramount to commercial success and therefore, sales and the ability to sell is integral to commerce. Within the business world, we are all Sales People. For this purpose, we need to better understand the process of selling and become more conscious of our own skill so that it can be developed.

The course will be delivered via three broad topics: Sales Theory, Sales Fundamentals and Sales Management.

Learners will be given clear aims, messages and written/verbal instructions to ensure that they can contribute to the session. Links will be made between theory and practical applications within business, society and across cultures.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: To experientially explore 'selling' applying theory to practice

CLO2: To identify 'sales' techniques, models and concepts and understand how they leverage strategic advantage

CLO3: To acquire new skills to become a better Sales Person and Sales Manager

COURSE TOPICS:

1. To understand conceptual principles relating to the theory of Selling and Sales Management
 2. To critically analyse and evaluate different Selling Styles
 3. To practically apply Sales Management strategically in a Global context
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COURSE CODE: MKT-435
COURSE TITLE: Integrated Marketing Communications
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

The fuel that drives any relationship, personal or commercial, is communication. There is no way to have a relationship without communication and for this reason, communication is the lifeblood of integrated marketing. Integrated Marketing Communications is in a word, synergy. When all the product and corporate messages are strategically coordinated, the effect is greater than when advertising, sales promotion, direct marketing, public relations and other tools of tactics of marketing are planned and executed independently, with each aspect competing for budgets and power, in some cases, sending out conflicting messages. Therefore, marketing communication planning represents the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication techniques and combines these disciplines to provide clarity, consistency and maximum impact.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand conceptual issues relating to the theory of creating, managing IMC activities.

CLO2: Critically analyze and evaluate IMC activities.

CLO3: Practically apply IMC concepts to a brand or organization.

COURSE TOPICS:

1. Integrated Marketing Communications: Definition & Tasks
 2. Consumer Adoption Process
 3. Consumer Behaviors
 4. Integrated Marketing Communications Tools
 5. Advertising
 6. Personal Selling
 7. Sales Promotions
 8. Public Relations
 9. Direct Marketing
 10. Sponsorship
 11. Marketing Communication Planning
 12. Context Analysis
 13. Objective Setting & Strategy Development
 14. Tactics & Actions
 15. Evaluation & Control
 16. Marketing Communication Agencies
 17. Ethics in Marketing Communications
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COURSE CODE: MKT-436
COURSE TITLE: Managing Customer Experiences
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Management Major;Marketing Major

COURSE DESCRIPTION:

Customer Relationship Management (CRM) is a core business strategy integrating internal processes and functions and external networks to create and deliver value to target customers at a profit. CRM is a relatively new discipline. The term itself was really only been used since the early 1990s. Over the years, ownership of CRM has been claimed by various IT vendors, consultants and academics and yet today it still means different things to different people. This course will explore CRM as part of marketing, impacting and including marketing strategy, creativity and of course technology. Gartner Inc. (the IT research and advisory firm) estimated the annual spending on CRM technology in 2013 at \$14 billion and predicted it to top \$18.4 billion in 2016. Students will follow Francis Buttle and Stan Maklan (Customer Relationship Management, 3rd edition, 2015) in claiming that CRM has three main forms: strategic, operational and analytical. Students will be given clear aims, messages and written/verbal instructions to ensure that they contribute to the sessions. Links will be made between theory and practical application within business to business, business to consumer and across international boundaries.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Define CRM and explain its benefits, both from an academic viewpoint and in terms of day-to-day benefits to a real-world organization.

CLO2: Combine a sound academic understanding of CRM with a solid grasp of the practical application of CRM technologies to marketing, sales and customer service.

CLO3: Understand the role of CRM in both B2C and B2B marketing, throughout the customer life-cycle (acquisition and retention).

COURSE TOPICS:

1. CRM and its Objectives
 2. Types of CRM
 3. Understanding Relationships
 4. Managing Customer Lifecycle
 5. Delivering Customer Value
 6. Managing Customer Experiences
 7. Service Automation
 8. Customer Databases
 9. Using Customer Related Data
 10. Realizing Benefits of CRM
 11. Implementing CRM
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COURSE CODE: MKT-437
COURSE TITLE: Marketing Analytics
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

Marketing professionals establish and maintain mutually beneficial relationships between their organizations and their "customers," whether those customers pay for or merely use the services the organization provides. To be effective, marketers must (1) learn and understand as much as possible about what their prospects and customers need and want, (2) arrange to provide the most compelling solutions to them, (3) tell customers that the organization provides the solutions that best meet their needs and where to obtain them, and (4) measure how successfully the organization performs those functions. All the while, the organization must continue to operate.

Successful marketing has always required comfort and proficiency with quantitative, as well as qualitative, analysis. This course exposes students to quantitative and qualitative tools and analyses used in marketing. Because so-called "digital" marketing has extended its tendrils deep into all areas of marketing, much of the course content and cases purposely deal with web-centric and mobile situations.

Continued success in a marketing career demands both stronger quantitative capabilities from marketers and the ability to clearly explain analytical results and their implications. We will spend equal time on analyzing situations and on persuading others to act based upon understanding the results. We will also discuss related areas, such as big data, marketing ethics, and data privacy, that are assuming greater importance in day-to-day marketing decisions.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Outline frameworks for analyzing markets, customers, and competitors that inform the development of marketing strategies.

CLO2: Explain how to assess market potential and effectively select target segments.

CLO3: Describe approaches and techniques for planning and measuring the performance of marketing activities.

COURSE TOPICS:

1. Introduction to marketing metrics, analytics, and profitability
 2. Economics and segmentation
 3. Market research
 4. Conversion analysis
 5. Presenting data, analysis, and recommendations
 6. Marketing Analytics careers
 7. Analyzing online and mobile marketing processes
 8. Marketing analytics issues and trends
 9. Team term project presentations
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COURSE CODE: MKT-442
COURSE TITLE: Digital & Social Media Marketing
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200 AND 45 Credits
PROGRAM MAPPING: Marketing Major

COURSE DESCRIPTION:

Day after day, technological developments in new media and telecommunications transform the field of international marketing. Their profound influence not only changes the relationship between companies and consumers, but also produces a new paradigm that takes the focus off the message and places it on the continuity of the user's experience. The online world, in which consumers are no longer a passive audience but active participants, brings forth a huge array of addressable channels that blur the distinctions between marketers and end users. This course places students in the center of a new paradigm that rewrites the rules of the game for businesses around the globe. As digital marketers, students must figure out how to drive companies through this transition in a creative and sustainable manner, so that they can differentiate themselves successfully, forge a unique bond with its participants, and excel.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Consider how businesses achieve effective digital presences, social media and mobile marketing strategies.

CLO2: Compare the different digital technologies, evaluate how they fit together and produce examples of how they can be used for marketing in its broadest sense.

CLO3: Create a marketing strategy, considering offline and online elements and how to identify and reach target audiences worldwide.

COURSE TOPICS:

1. New Media and Marketing in the 21st Century
2. Online Writing and Research Methodology
3. Environmental Scanning & Opp Identification
4. Keyword Research
5. Digital Marketing Strategy
6. Interviewing Clients – Applying Business Tools
7. Defining Marketing Objectives
8. The Online Product and Search
9. Web Site Development & Design
10. The Digital Marketing Mix
11. Researching Participants & Online Tools
12. Researching Digital Channels
13. Online Buyer Behavior & Pricing on the Web
14. The Digital Customer Lifecycle & Branding Ladder
15. Creative Techniques to Reach A High Concept
16. Online Distribution and Procurement
17. Digital Tools for Marketing Research
18. Email Marketing
19. Permission and Personalization
20. Marketing Automation Parts 1 & 2
21. Online PR & Guerilla Marketing
22. Content Curation
23. SEO, AdWords and PPC
24. Video Creation, Distribution and Analytics
25. Performance Marketing Parts 1 & 2
26. Optimizing the customer and user experience
27. Future trends in digital marketing

COURSE CODE: MKT-499
COURSE TITLE: Marketing Capstone Internship
CREDITS: 3
ELIGIBILITY: MKT-360, MKT-365, MKT-370 AND 75 Credits
PROGRAM MAPPING: Internship

COURSE DESCRIPTION:

The Capstone internship provides the opportunity for students to gain first-hand experience working in organizations with the expectation that such experiences will enable students to apply the knowledge learned during their studies to real life organizational contexts. An internship also offers students the opportunity to work with someone who can become a mentor for them, not only during the internship, but throughout their career. It is expected that such an experience can further benefit students in areas such as career exploration, leadership and development, networking and establishing professional relationships and resume enhancement.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand how concepts learned during their studies apply and translate in real world business practices.

CLO2: Critically analyze and evaluate the organization's activities, practically apply concepts and propose recommendations accordingly.

CLO3: Reflect on their internship experiences in terms of lessons learnt and personal development.

COURSE TOPICS:

1. Career Development
 2. Leadership & Skill Development
 3. Networking and Establishing Mentors & References
 4. Resume Enhancements
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COURSE CODE: NNO-101
COURSE TITLE: Emerging Technologies
CREDITS: 3
ELIGIBILITY: ENG-105
PROGRAM MAPPING: Business core

COURSE DESCRIPTION:

This course introduces emerging technologies such as The Internet of Things, Automation, and Big Data. It assesses and considers their significance, range of potential applications, exposure to critical risks and, likely impact on the working world. This course will use a wide range of sources and perspectives to provide a balanced view of the business opportunities and risks provided by these technologies. Students will learn to critically evaluate business problems and opportunities provided by these emerging technologies as presented in case analyses. They will interpret and analyze report data and present their findings in appropriate business formats including reports, case-study responses, and executive summaries. Students will also learn to conduct business research utilizing academic and business databases, critically evaluate information quality, synthesize information, and make informed recommendations in a clear, concise, well-organized, and compelling writing style.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of emerging technologies, reflect on the risks and challenges they pose, and creatively articulate their potential for social and business problems.

CLO2: Produce written work that conforms to the conventions of business and academic writing.

CLO3: Use Hult's digital and physical libraries to access resources appropriate for academic research.

COURSE TOPICS:

1. Introduction to the potential and challenges of emerging tech
 2. Possibilities and disruption
 3. State of the art
 4. Ethics and emerging technologies
 5. Internet of Things (IOTs)
 6. Robotics
 7. Thesis statements
 8. Tone and audience in writing
 9. APA citations and references
 10. Conducting online research
 11. Analyzing case studies
 12. Executive summaries and abstracts
 13. Developing persuasive prose
 14. Integrating and synthesizing sources
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COURSE CODE: NNO-302
COURSE TITLE: Autonomous Vehicles
CREDITS: 1
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

Autonomous cars promise to revolutionize our lives, freeing up time and real estate, reducing travel times and improving safety. But as they do so, many industries will be severely disrupted. For example: 1) Automobile manufacturers, whose core capability will need to shift from mechanical to software engineering 2) Ancillary services and related industries, such as insurance, parking and haulage, and 3) Real estate, public transport and entertainment, as the tethers between people and their cars is severed. This course will prepare managers and students of management to make enterprise decisions in the context of Autonomous Vehicle technology. The course will begin with a brief introduction to the capabilities of Autonomous Vehicles and the technology that underlies them. Students will then explore their potential impact, the regulatory issues surrounding their deployment and development and the most important changes that need to occur if their promise is to be realized.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

Understand the fundamentals of Autonomous Vehicles and the risks and challenges posed by this emerging technology.

Understand their potential for solving social and business problems.

Collaborate with peers to construct a project that utilizes the technology to solve an interesting current problem.

COURSE TOPICS:

- 1 Introduction to the Potential and Challenges of Autonomous Vehicles - Human, Societal, and Business
 - 2 Introduction to Autonomous Vehicles
 - 3 Potential impact of Autonomous Vehicles
 - 4 Current state of Autonomous Vehicles solutions and it's players
 - 5 Challenges faced by Autonomous Vehicles
 - 6 Regulatory issues
 - 7 Necessary near-term developments of Autonomous Vehicles
 - 8 Utilizing Autonomous Vehicles to provide a new product/service to consumers
-

COURSE CODE: NNO-303
COURSE TITLE: Blockchain
CREDITS: 1
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

A blockchain is a type of network-distributed database, the intent of which is to provide trustable, time-stamped data. The database is carried on multiple nodes, or the computers of every user of the blockchain with no central authenticator or validator. Data, once written to the blockchain, is intended to be immutable. Users are typically incentivized to perform the validation and recording work via a grant system. This course will enable future business leaders to engage with the impact of this new development by introducing the relevant, emerging technologies, assessing their business significance and considering the range of potential applications and the exposure to critical risks - legal, regulatory, and ethical. The course uses a wide range of sources and perspectives to provide a balanced view of the opportunities and risks and encourages convergent thinking to develop new business models. The course is taught in blended format with a mix of in person, facilitated sessions, in-person group activity and individual online learning.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of blockchain and reflect on the risks and challenges posed by this emerging technology.

CLO2: Understand blockchains potential for solving social and business problems.

CLO3: Collaborate with peers to construct a project that utilizes the technology to solve an interesting current problem.

COURSE TOPICS:

1. Introduction to the Potential and Challenges of Blockchain - Human, Societal, and Business
 2. Introduction to blockchain
 3. Potential impact of blockchain
 4. Current state of blockchain and its players
 5. Challenges faced by blockchain
 6. Regulatory issues
 7. Necessary near-term developments of blockchain
 8. Utilizing blockchain to provide a new product/service to consumers
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COURSE CODE: NNO-304
COURSE TITLE: Robotics
CREDITS: 1
ELIGIBILITY:
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

In 2017 there were 2.3 million robotic units deployed around the world. Robotics is enabling a revolution in the intelligence, flexibility, control and organization of robotic units, enabled by advances in computer science, data analytics and information sharing. Most of the world's existing robots, however, are uninteresting articulating arms, of 20th Century vintage, bolted into place and performing a single task on assembly lines around the world. Since the turn of the 21st Century, logistics applications have spawned the next step in robot flexibility and decision making. Amazon's picking bots move freely however within the confines of its warehouses and work with and around human employees along paths that change at every order. This course will enable future business leaders to engage with the impact of this new development by introducing the relevant, emerging technologies, assessing their business significance and considering the range of potential applications and the exposure to critical risks - legal, regulatory, and ethical. The course uses a wide range of sources and perspectives to provide a balanced view of the opportunities and risks and encourages convergent thinking to develop new business models. The course is taught in blended format with a mix of in person, facilitated sessions, in-person group activity and individual online learning.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of robotics and reflect on the risks and challenges posed by this emerging technology.

CLO2: Understand robotics potential for solving social and business problems.

CLO3: Collaborate with peers to construct a project that utilizes robotics to solve an interesting current problem.

COURSE TOPICS:

1. Introduction to the Potential and Challenges of Robotics - Human, Societal, and Business
 2. Introduction to robotics
 3. Potential impact of robotics
 4. Current state of robotics and its players
 5. Challenges faced by robotics
 6. Regulatory issues
 7. Necessary near-term developments of robotics
 8. Utilizing robotics to provide a new product/service to consumers
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COURSE CODE: NNO-305
COURSE TITLE: Artificial Intelligence
CREDITS: 1
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

Artificial intelligence (AI) is a term for simulated intelligence in machines. These machines are programmed to think like a human and mimic the way a person acts, with the ultimate goal being machine learning, where the computers learn from experience and trial-and-error. The ideal characteristic of artificial intelligence is its ability to rationalize and take actions that have the best chance of achieving a specific goal, although the term can be applied to any machine that exhibits traits associated with a human mind, such as learning and solving problems. This course will enable future business leaders to engage with the impact of this new development by introducing the relevant, emerging technologies, assessing their business significance and considering the range of potential applications and the exposure to critical risks - legal, regulatory, and ethical. The course uses a wide range of sources and perspectives to provide a balanced view of the opportunities and risks and encourages convergent thinking to develop new business models. The course is taught in blended format with a mix of in person, facilitated sessions, in-person group activity and individual online learning.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of artificial intelligence (AI) and reflect on the risks and challenges posed by this emerging technology.

CLO2: Understand the potential of artificial intelligence (AI) for solving social and business problems.

CLO3: Collaborate with peers to construct a project that utilizes artificial intelligence (AI) to solve an interesting current problem.

COURSE TOPICS:

1. Introduction to Artificial Intelligence
 2. Potential impact of Artificial Intelligence
 3. How Artificial Intelligence works
 4. Current state of Artificial Intelligence and its major players
 5. Challenges faced by Artificial Intelligence
 6. Regulation and Ethics
 7. Necessary near-term developments of Artificial Intelligence
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COURSE CODE: NNO-306
COURSE TITLE: Cybersecurity
CREDITS: 1
ELIGIBILITY:
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

Cybersecurity is the protection of internet-connected systems, including hardware, software and data, from cyber-attacks. In a computing context, security comprises cybersecurity and physical security; both are used by enterprises to protect against unauthorized access to data centers and other computerized systems whilst the human factor is usually the weakest link in protecting systems from attack. This course will enable future business leaders to engage with the impact of this new development by introducing the relevant, emerging technologies, assessing their business significance and considering the range of potential applications and the exposure to critical risks - legal, regulatory, and ethical. The course uses a wide range of sources and perspectives to provide a balanced view of the opportunities and risks and encourages convergent thinking to develop new business models. The course is taught in blended format with a mix of in person, facilitated sessions, in-person group activity and individual online learning.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of cybersecurity and reflect on the risks and challenges posed by this emerging technology.

CLO2: Understand the potential of cybersecurity for solving social and business problems.

CLO3: Collaborate with peers to construct a project that utilizes cybersecurity to solve an interesting current problem.

COURSE TOPICS:

1. Introduction to cybersecurity
 2. Potential impact of cybersecurity
 3. How cybersecurity works
 4. Current state of cybersecurity and its major players
 5. Challenges faced by cybersecurity
 6. Regulation and Ethics
 7. Necessary near-term developments of cybersecurity
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COURSE CODE: NNO-307
COURSE TITLE: Augmented Reality & Virtual Reality
CREDITS: 1
ELIGIBILITY:
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

Augmented reality (AR) adds digital elements to a live view often by using the camera on a smartphone, allowing further information to be added to the view of reality (showing, for example, data, gaming characters or historic photos of the place in question). By contrast, Virtual reality (VR) is a completely immersive experience that shuts out the physical world and where the user is embedded in a three-dimensional graphical representation of the new environment. This course will enable future business leaders to engage with the impact of this new development by introducing the relevant, emerging technologies, assessing their business significance and considering the range of potential applications and the exposure to critical risks - legal, regulatory, and ethical. The course uses a wide range of sources and perspectives to provide a balanced view of the opportunities and risks and encourages convergent thinking to develop new business models. The course is taught in blended format with a mix of in person, facilitated sessions, in-person group activity and individual online learning.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of augmented and virtual reality and reflect on the risks and challenges posed by this emerging technology.

CLO2: Understand the potential of augmented and virtual reality for solving social and business problems.

CLO3: Collaborate with peers to construct a project that utilizes augmented and virtual reality to solve an interesting current problem.

COURSE TOPICS:

1. Introduction to augmented & virtual reality
 2. Potential impact of augmented & virtual reality
 3. How augmented & virtual reality works
 4. Current state of augmented & virtual reality and its major players
 5. Challenges faced by augmented & virtual reality
 6. Regulation and Ethics
 7. Necessary near-term developments of augmented & virtual reality
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COURSE CODE: NNO-308
COURSE TITLE: Energy of the Future
CREDITS: 1
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Nano Elective

COURSE DESCRIPTION:

Oil and Gas producers have been aware of the limitations of continuing to rely on fossil fuels like coal, oil, and natural gas. Fossil fuels are a finite resource and whilst there are still considerable untapped reservoirs and mines to be exploited, many analysts believe that the oil production is already passed its peak and that global production is in terminal decline. The other side of this industry is the effect the consumption of burning fossil fuels has on the environment, creating air pollution and smog (with its damaging effect on the health of many urban dwellers around the world) and being the main cause of greenhouse gases and climate change. There has been much research into finding the energy of the future generated mostly by renewable resources, and wind, solar, geothermal, hydro, bio-fuels and nuclear power are all likely to play a role in generating the energy of the future. This course will enable future business leaders to engage with the impact of this new development by introducing the relevant, emerging technologies, assessing their business significance and considering the range of potential applications and the exposure to critical risks - legal, regulatory, and ethical. The course uses a wide range of sources and perspectives to provide a balanced view of the opportunities and risks and encourages convergent thinking to develop new business models. The course is taught in blended format with a mix of in person, facilitated sessions, in-person group activity and individual online learning.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamentals of energies of the future and reflect on the risks and challenges posed by this emerging technology.

CLO2: Understand the potential of energies of the future for solving social and business problems.

CLO3: Collaborate with peers to construct a project that utilizes energies of the future to solve an interesting current problem.

COURSE TOPICS:

1. Introduction to energies of the future
 2. Potential impact of energies of the future
 3. How energies of the future work
 4. Current state of the energies of the future and its major players
 5. Challenges faced by the energies of the future
 6. Regulation and Ethics
 7. Necessary near-term developments of the energies of the future
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COURSE CODE: PHL-211
COURSE TITLE: Contemporary Ethics
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Ethic and Philosophy Elective

COURSE DESCRIPTION:

This course introduces important concepts and issues in political and personal ethics. Students will look at several important approaches and apply them to a range of situations and questions in business and politics, as well as in social and personal decision-making, conduct and judgment.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate the key principles of five types of ethical thinking: of utility, of liberty, of rights, of fairness and of the common good.

CLO2: Apply these principles to problems in personal, social, political, and business ethics, and to construct coherent, persuasive ethical arguments.

CLO3: Assess the ethical arguments of classmates, as well as those made in the public realm, and to describe and defend their own ethical preferences and judgments.

COURSE TOPICS:

1. Thinking philosophically
 2. The concept of argument
 3. An introduction to epistemology
 4. Moral intuitions
 5. Utilitarianism
 6. Liberalism and libertarianism
 7. Kantian ethics
 8. Justice, equality, fairness
 9. Circles of obligation
 10. Virtue ethics
 11. Environmental ethics
-

COURSE CODE: PHL-215
COURSE TITLE: Creative Problem Solving
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Ethic and Philosophy Elective

COURSE DESCRIPTION:

The world often isolates creativity to the creative industries. But some very successful companies, like Apple and P&G, have shown that creativity and innovation underlie every part of every business. The world also often tells us that creativity is innate, that creative people are born with it. But creativity is not necessarily rare, special or even intellectual, but rather organized common sense, or a recognition of the simple principles that underlie apparent complexity. Moreover, research has conclusively demonstrated that creativity can be nurtured and enhanced in everyone with appropriate tools, techniques, strategies and philosophy. How do Google, Facebook and IDEO jumpstart the process that leads to innovation? Often by using the same three words: How Might We? (Warren Berger, HBR 2012). The question "How Might We?" is the keystone of the Creative Problem Solving (CPS) framework, as it combines a theoretical with a practical approach. This framework incorporates a philosophical approach to ensure validity, a humanitarian approach to guarantee effectiveness, an engineering approach to provide robustness, and an economic approach to give sustainability. Problem solving, and creativity are not necessarily related, but creativity can certainly widen the range of options available and lead to better solutions and benefits for all involved. This multidisciplinary, multidimensional problem methodology is not applied serially, but evolved in a spiral process so that each approach can periodically contribute. Each iteration of the spiral is a refinement of the problem, the strategy for solving it, and the management of its implementation.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand, articulate and apply conceptual principles of creative problem solving.
CLO2: Understand and articulate other methods of solving problems.
CLO3: Analyze a problem in detail and evaluate possible solutions critically and decisively.

COURSE TOPICS:

1. Key terms and features of problem solving
 2. Creative Problem Solving
 3. Different problems, different solvers, different methods
 4. Individual
 5. Professional
 6. Executive
 7. Entrepreneur
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COURSE CODE: PHL-220
COURSE TITLE: Critical Thinking
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Ethic and Philosophy Elective

COURSE DESCRIPTION:

If you want to succeed in 21st Century business, you need to become a critical thinker. Recent surveys have shown that critical thinking skills are, along with communication, teamwork and problem-solving, the qualities most valued by employers. This course aims to provide students with those skill by exploring topics including inductive and deductive logic, the (mis)use of language and innumeracy. Students will learn to evaluate the validity of texts and data and to construct well-reasoned arguments and apply critical thinking to fields as diverse as pedagogy, infographics and management.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Evaluate the strength of arguments and construct well-reasoned arguments.

CLO2: Apply critical thinking skills involving language, images, numbers and cognitive processes.

CLO3: Demonstrate awareness of hidden assumptions and mental shortcuts shaping our words, thinking and actions.

COURSE TOPICS:

1. The concept of argument
 2. Critical thinking and education
 3. Skepticism
 4. Critical thinking and language
 5. Inductive and deductive reasoning
 6. Numeracy and innumeracy
 7. Critical thinking and decision-making
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COURSE CODE: POL-250
COURSE TITLE: Introduction to Political Science
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

This course will introduce students to core concepts in the study of political science and to the modern methods by which they are studied. Students will develop an understanding of the basic research methods of the discipline while studying a range of important questions relating to core political concepts, the functioning of political institutions and determinants of political phenomena across countries and political contexts. Topics will include: political legitimacy; forms of democracy; the historical, social and institutional determinants of authoritarian and democratic stability; the means and methods of authoritarian governance; and other topics chosen by the instructor. Students will have opportunities to apply their knowledge in several ways. They will investigate concepts at a theoretical level, critique scientific research, propose and test original hypotheses and use theory and evidence from the class as a basis for making policy recommendations.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand, articulate and apply important theoretical concepts in political science.
CLO2: Describe and compare a range of political dynamics, institutions and phenomena.
CLO3: Interpret and critically assess specific pieces of research in political science.

COURSE TOPICS:

1. Power and political legitimacy
 2. Models of democratic organization and governance
 3. The means and methods of authoritarian governance
 4. The historical, social, and institutional determinants of authoritarian and democratic stability
 5. Electoral systems and their effects on democracy
 6. Social and political determinants of poverty
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COURSE CODE: REG-310
COURSE TITLE: Silicon Valley & the Challenge of Constructive Social Change
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

The Bay Area business environment offers a wealth of opportunities for socially minded entrepreneurs to find strategic and financial support for their projects. The region has grown to become a global leader in the philanthropic and social innovation spheres. Each semester the course will focus on a socially relevant theme or problem. Students will spend some time familiarizing themselves with the issue through encounters with theoretical and empirical research. Using a design thinking framework, students will familiarize themselves with the relevant social, political, and economic dynamics, research and consult with the affected communities or stakeholders, clarify and define the problem space, craft a meaningful and actionable problem statement, and using a range of ideation techniques develop a prototype for testing by potential users. Having developed a prototype, students will spend the latter third of the course preparing and ultimately presenting a proposal template on which they may base future applications for funding to granting agencies and start-up incubators.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate the dynamics and challenges of addressing a specific area of global social need.

CLO2: Employ design thinking strategies to develop business solutions to specific problems in the social innovation sphere.

CLO3: Identify the funding opportunities available to for-profit and non-profit social entrepreneurs and develop and prepare the elements of a successful funding proposal.

COURSE TOPICS:

1. Theoretical frameworks for analyzing global social needs
 2. Empirical data collection and analysis
 3. Principles of design thinking
 4. Strategic development
 5. Problem definition and ideating solutions
 6. Prototype development and testing
 7. Stakeholder analysis
 8. Identifying funding opportunities
 9. The sustainable social enterprise
 10. Social enterprise stability
 11. Long-term deployment strategies
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COURSE CODE: REG-325
COURSE TITLE: The Political Economy of the European Union
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Economics Minor; Global/Regional Elective

COURSE DESCRIPTION:

The European Union (EU) is, at present, fundamentally an economic entity. This course analyzes the EU and the process of European integration, with the aim of arriving at a rounded understanding of the EU through a finance and economics lens. The course will cover the nature and development of the EU and of the European economy, the governance of the EU, the theory and practice of the European single market, the EU's financing and common policies, monetary integration and the EURO. The current EURO crisis will be explored extensively. Following the global financial crisis, a global recession and a Eurozone crisis, this course will examine several policy implications and monetary and fiscal issues, as well as the impact of Brexit. This rigorous course will be of interest to students with an economics and finance background, as well as non-specialists from other backgrounds.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Be aware of the principal characteristics of the European economy, as well as its development.
CLO2: Understand the fundamental nature and functioning and development of the European Union.
CLO3: Work collaboratively, and develop transferable skills in the areas of research, analysis, critical evaluation and written and oral communication.

COURSE TOPICS:

1. The economy of the European Union
 2. Processes of economic integration
 3. The different cultures of European capitalism
 4. The nature, development and functioning of European institutions
 5. The internal market and the free movement of labour and capital
 6. EU common policies and regulatory frameworks
 7. EU monetary integration
 8. The distribution of economic activities within the EU
 9. The future of the European Union
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COURSE CODE: REG-333
COURSE TITLE: Representations of London
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

London has been exhaustively mapped, drawn, painted, photographed, dramatized, filmed, televised, fictionalized, sung, and spoken about. It has been presented as hell and heaven, as maze and machine, as oppressor and liberator and as killer and reviver. For some, it is a place of oppressive crowds; for others, of existential loneliness. This course will follow film-makers and cartoonists, photographers and novelists as they explore and express the city of London. In addition to exploring the ways in which London has been imagined and encompassed by Londoners and others, students will also go out of the classroom to explore the city itself. The course focuses on four approaches to the subject: 1) representations of London's past, 2) representations of life in the present day, 3) the reduction of London to local histories to make the city manageable, and 4) London as a city with an almost mystical integrity and continuity across space and time. Finally, students in the course will create their own representations of London.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Produce thematic analyses of complex works of art, architecture, and literature.

CLO2: Relate works of art about London to its present and past.

CLO3: Develop and explicate their own creative work.

COURSE TOPICS:

1. Theories of representation
 2. Elizabethan and Tudor representations of London's past
 3. London and the industrial revolution
 4. Government policy and London architecture
 5. Representations of modern, multicultural London
 6. London as a center for the global production of popular culture
 7. Multiculturalism and cultural appropriation
 8. London's hidden local histories
 9. Subaltern representations of London
 10. The psychogeography of London
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COURSE CODE: REG-338
COURSE TITLE: The Middle East in the Modern World
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course considers the regional and global significance of the Middle East in contemporary international relations, placing the Middle East of today within a larger historical context. The course looks at the greater Middle East, including not just the countries of the Arabian Peninsula, but also of North Africa (e.g. Tunisia, Libya, and Egypt) and the former Ottoman Empire (e.g. Turkey and Iran). The course covers a range of thematic issues, including gender, religion, nationalism, democracy, revolution, and oil. It addresses the region's contemporary challenges within the context of modernity, which has largely been defined by the West, as well as the impacts on the region of globalization and capitalism. The course also considers the growing role and influence of non-state actors. Students will engage with the works of key scholars but also look at the region through the lens of the news media and popular culture.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Demonstrate a detailed understanding of theories of economic and political development as they are relevant to the Middle East.

CLO2: Demonstrate a detailed understanding of political institutions, practices and systems in the Middle East.

CLO3: Demonstrate a detailed understanding of the continuities and transformations evident in the Middle East, and in debates concerning the Middle East.

COURSE TOPICS:

1. History and geography of the Middle East
 2. Islam, nationalism, and social movements
 3. The Arab-Israeli conflict
 4. Islamic ideologies (Wahhabism, Salafism, Islamism, etc.)
 5. Gender and politics in the Middle East
 6. Minority rights in the Middle East
 7. The political economy of the Middle East
 8. The Middle East and the war on terror
 9. Governance and democracy in the Middle East
 10. The Arab Spring
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COURSE CODE: REG-342
COURSE TITLE: Contemporary Chinese Culture & Society
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course exposes students to issues pertaining to Chinese culture and society including social norms, etiquette, history, philosophy, arts and education system, as well as emerging trends. The in-class lectures are complemented with excursions to places of interests. Students may also participate in Chinese cultural activities.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Comprehend the basic patterns of Chinese history and be cognizant of the key developments for each dynastic period in history, as well as identifying broader themes and trends across the dynasties.

CLO2: Be sensitive to and fully aware of the key issues, situations, and choices facing people in recent and contemporary Chinese society.

CLO3: Conduct polite and effective conversations with people from China in day-to-day social interactions.

COURSE TOPICS:

1. Chinese geography and demographics
 2. The history of China up to the Republican era
 3. The Republican era, the Communist revolution and the Mao years
 4. Governance and politics: Opening and reforms
 5. Religion, ethnicity, gender and social stratification
 6. Social norms and etiquette
 7. Family, education, sports and work
 8. Chinese cuisine and art
 9. Chinese festivals and folk customs
 10. Consumer and business culture
 11. Chinese culture and globalization
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COURSE CODE: REG-365
COURSE TITLE: Doing Business in India: Challenges & Opportunities
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

India, along with China and Brazil, is seen as one of the most dynamic economies in the world today. While it continues to be one of the most culturally diverse countries with over 780 languages currently spoken, and home to people following almost every major religion, it has emerged since economic liberalization in 1991 as an exciting investment opportunity. India is the world's third largest economy in Purchasing Power Parity (PPP) terms, and the fastest growing retail market. India is also a great place to source human resources, with half of the population currently under the age of 25, and with the second largest pool of scientists and engineers in the world. Unfortunately, the country is plagued by development and governance issues. Three out of ten people in India are poor and 45% of children are malnourished. Corruption continues to be a big worry, and the World Bank ranks India 140th out of 189 countries in terms of the cost of doing business. Yet there is a new approach to business that is simultaneously turning these challenges into opportunities and bringing a positive impact to millions of people's lives. This course introduces students to innovative strategies and business methods designed to deliver affordable goods and services to the underserved in India. The course provides valuable insights to those interested in working in emerging markets.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Articulate a nuanced understanding of India's history, culture, governance and socio-economic context.

CLO2: Assess the applicability of various business models to the Indian context and identify the key factors required for business success.

CLO3: Apply innovative business models to develop a business solution to address one of India's key development challenges and meet the needs of an under-served market

COURSE TOPICS:

1. Economic and social history of post-Independence India
 2. Indian governance and politics
 3. Economic liberalization since 1991
 4. Indian multiculturalism and identity
 5. Business strategies and social entrepreneurship
 6. The infrastructure and energy challenge
 7. Microfinance and entrepreneurship
 8. Rural and urban challenges to business and economic development
 9. Education and human capital development
 10. Sectoral opportunities and challenges (healthcare, IT, banking, construction, etc.)
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COURSE CODE: REG-370
COURSE TITLE: America & the World
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course examines the relationship between the United States and the wider world. Taking a political economy approach, the course explores key historical developments in America's role in the world, focusing on the post-World War II era, America's rise to the position of a globally dominant power, and America's role since the end of the Cold War. Special attention will be given to developments in America's world role since the events of 9/11, the declaration of the 'war on terror' and the presidencies that have followed. Individual class sessions will examine key aspects of, and debates about, America's global role, including: Why has the United States found it necessary to project its power so widely? Is 'imperial' a reasonable description of that power, or is it more suitable to see it as a benign leader, supplying necessary co-ordination and policing a globalizing world? And, what are the best ways to assess the scale and nature of American military power, its position in the world economy, the role it plays in world politics, and the nature of its engagement with international institutions. The course also considers the ideological roots and strategic thinking of American leaders and strategists. In addition to examining these themes, students will work in groups to research and present a case study of the bilateral relationship between the United States and one other particular nation.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Describe the broad patterns of American foreign policy, including its rise to becoming a global power and its role in the world since the end of the Cold War.

CLO2: Articulate and critically analyze the concepts and key debates that have been used to explain the nature of America's world role.

CLO3: Critically analyze the nature and significance for America and the world of current US foreign policy taking into consideration historical developments and multiple perspectives.

COURSE TOPICS:

1. America's rise to a global power
 2. Ideology and concepts of American power
 3. The creation of an American world system
 4. Origins and history of the Cold War
 5. American hegemony in Europe and Japan during the Cold War
 6. Global American hegemony during the Cold War
 7. US foreign policy at the end of the Cold War
 8. US foreign policy since 9/11
 9. American economic power
 10. American military power
 11. The future of American power
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COURSE CODE: REG-375
COURSE TITLE: Doing Global Business: The Silicon Valley Perspective
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

While the modern business world is exciting, it also presents new challenges. The interconnectivity and interdependence of individuals across continents is increasingly complex and poses an ever-growing challenge to understand and conceptualize. The impact of such trends is widespread, and traditional institutions such as government, healthcare, and education all struggle to keep pace with this accelerated rate of change. To succeed in the global business scene, professionals need to be equipped with multiple frameworks to evaluate this complexity and to develop actionable plans. This class adopts a Silicon Valley perspective to contextualize the most challenging issues faced by our planet over the next 50 years organized around four main themes: 1. the old and rich "North" versus the young and poor "South", 2. American exceptionalism and Silicon Valley as an "irreproducible Wild West" of opportunity, 3. the role of Information and Communications Technologies (ICTs) being the great global equalizers, and 4. the impact of ICT adoption with the reinvention of society's relationship to work. This course utilizes these themes to develop key frameworks with which to evaluate complex global situations that will likely arise in your global business careers.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Describe the evolution of business over the past decades and the potential role of business in society over the coming fifty years, the approximate length of their careers.

CLO2: Analyze the development of Silicon Valley, the role of technology in socioeconomic development, and its potential impact on the evolution of work.

CLO3: Use relevant framework and analytical models to identify socioeconomic development gaps and evaluate future challenges, risks, and opportunities.

COURSE TOPICS:

1. Silicon Valley and American exceptionalism
 2. Silicon Valley and the global economy
 3. Global ecosystems (the "old and rich North" and "young and poor South")
 4. Innovation and economic development
 5. Ecosystem development and technological innovation
 6. The democratization of innovation
 7. Transnational migration and the globalization of knowledge
 8. Global politics and international trade
 9. Technological innovation and the future of work
 10. The impact of technological innovation on society
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COURSE CODE: REG-381
COURSE TITLE: Doing Business in the Middle East
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Global/Regional Elective

COURSE DESCRIPTION:

This course provides an understanding of the concepts, theories, and analytical tools needed to succeed in doing business in the Middle East, and in many other emerging markets. The course identifies the challenges and opportunities that are available in undeveloped and underdeveloped markets, looks at the most relevant market entry strategies and associated risks, and considers how consumers' behavior is likely to change based on their socioeconomic position and their ability to access and enjoy fundamental social, economic, civil, and political rights. The course uses examples and case studies and is informed by the first-hand experiences of business executives whose jobs take them into the Middle East's emerging markets.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Describe the social, political, institutional, and economic characteristics of emerging markets and emerging markets in the Middle East, in particular.

CLO2: Identify the institutional and regulatory constraints, characteristics of consumer behavior, and business opportunities and risks in emerging markets in the Middle East.

CLO3: Analyze alternative strategies for market entry, accessing capital markets, and fostering innovation in emerging markets in the Middle East.

COURSE TOPICS:

1. The East-West divide and the North-South paradigm
 2. The business impact of cultural norms in the Middle East
 3. Governance, institutions, and local authorities
 4. Understanding the local business environment
 5. Corruption, regulation and political risk
 6. Labour markets and human resource management
 7. Identifying business opportunities and fostering innovation
 8. Market entry strategies
 9. Sources of capital and engaging with local partners
 10. Understanding markets and consumers
 11. Anticipating and responding to crises
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COURSE CODE: SCI-256
COURSE TITLE: Robotics, Business & Society
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

This course explores the complex interaction between robotics, business and society. Contemporary AI aims to make computers capable of doing the kinds of things that human minds can do. These include psychological, information-processing and creative skills that depend on perception, association, prediction, planning and fine motor control. AI is no longer limited to computing large amounts of numbers or performing repetitive tasks efficiently. Future practical applications range from self-driving cars and military applications to health care, legal and education software that may be used to support - perhaps even replace all kinds of human workers, including highly skilled and educated professionals. No area will be left untouched. AI will be able to write music and novels, create works of art and tackle and shed light on the big questions in science and philosophy that have hitherto been the reserve of human minds. This course aims to explore these issues on several levels. How will the development and application of AI change the way we live, work and play? How will the development of intelligent machines affect our self-perception? Should we be looking seriously at the notion of a universal living wage? Could climate change aggravate the potentially destabilizing effects on human society of the development of intelligent robots? What are the options open to us as a species at this arguably pivotal moment in human evolution?

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand what intelligent machines do now and what they could be capable of doing soon.??

CLO2: Demonstrate an awareness of how the way they work, live, love and play will change thanks to developments in AI.?

CLO3: Discuss both the possible benefits and the potential challenges that AI will bring to our lives.

COURSE TOPICS:

1. AI: Present and future
 2. AI in the workplace??
 3. AI and society
 4. AI and Identity
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COURSE CODE: SCI-340
COURSE TITLE: Science of the Mind
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Psychology Minor; Science and Technology Elective

COURSE DESCRIPTION:

This course explores the murky, shadowy world of human consciousness. It weaves together insights from biology, neurology and psychology and uses case studies and accessible language to study aspects of human cognition. This course will survey the latest research on emotion, addiction and memory to better understand the mysteries of the human mind and will consider human consciousness as the pinnacle of biological evolution, a startling development in the history of life that allowed the universe to become self-conscious and made possible human achievements such as art, science, technology, religion and literature. In short, the course is an attempt to understand what shapes our sense of self and knowing and what happens when this sense and the mental patterns that make it up are suspended, altered or damaged by disease, drugs, meditation and other spiritual practices.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Identify and reflect on theories of consciousness.
CLO2: Apply these theories to real-life situations.

COURSE TOPICS:

1. What makes human consciousness 'human'
 2. The evolution of human consciousness
 3. Theories of consciousness and their relationship to dominant trends in scientific culture
 4. Neuroplasticity and the human brain (1): optimism, pessimism, learning
 5. Neuroplasticity and the human brain (2): addiction, disease, altered states of consciousness
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COURSE CODE: SCI-360
COURSE TITLE: Introduction to Psychology & Neuroscience
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Psychology Minor; Science and Technology Elective

COURSE DESCRIPTION:

This course will provide a broad overview of the psychological and neural processes which govern our everyday experience and interactions. Using an empirically driven approach, this course will cover a wide array of specific subtopics, including human development, personality, sensation and perception, learning and memory, motivation and emotion, and human social behavior. The course will also venture into exciting new realms which psychology and neuroscience has only recently begun to explore, such as the biological basis of human empathy, and how the brain gives rise to dream states.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Explain how scientists think, and important principles in psychology.

CLO2: Show a basic understanding of common mental faculties and the neural systems underlying them.

CLO3: Critically evaluate information about psychology and neuroscience of scholarly and non-scholarly sources.

COURSE TOPICS:

1. Neuroanatomy and neuropsychology: An overview
 2. Visual processing and other perception
 3. Attention and habituation
 4. Implicit and explicit learning and memory
 5. First and second language learning and processing
 6. Social cognition and persuasion
 7. Judgment and decision-making
 8. Consciousness
 9. Emotion
 10. Free Will
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COURSE CODE: SOC-250
COURSE TITLE: Psychology & Sociology of Business
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

Economics and business do not operate in a vacuum but among people: in societies, with individuals, governments and organizations. The aim of this course is to provide an introductory account of the interconnection between business and a human context which, often, escapes the rationality and selfish interest commonly presupposed in economic theory. In this way, sociology and psychology become relevant tools to locate business in time and space, analyzing its relationship with the human environment. A conventional approach to this course could provide an exploration of basic concepts and theories in sociology and psychology and try to apply them to business. However, this perspective presents certain limitations due to what seems to be a rather artificial divide among social sciences, including psychology and sociology, which eventually leads to sterile debates about their compatibility and applicability. Against such a limited view this course intends to emphasize the permeability of the borders of these disciplines, showing how a multidisciplinary approach can escape these debates. Instead, this course will offer a psychosocial approach to business that shows how society and the individual are mutually produced, and in turn affect and are affected by business in the process.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Have a clear grasp of how modern psycho-social research and thought are applied to business and other phenomena, such as consumerism.

CLO2: Be able to use a scientific and critical approach in the analysis of the behavior of people as individuals, groups and societies. They should also be able to understand the limits of that approach.

CLO3: Begin exploring and understanding their own identities and motivations as members of complex, ambiguous and fast-changing groups and society, as business people and citizens.

COURSE TOPICS:

1. Core concepts in sociology and psychology
 2. Social and psychic structures
 3. Power and subjectivity
 4. Postmodernity and consumerism
 5. Identity and individualization 6 Group dynamics
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COURSE CODE: SOC-270
COURSE TITLE: Media Studies
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

This course will explore some of the fundamental changes taking place in the contemporary media environment today. The course will address questions about how media professionals and ordinary people alike are producing news, social analysis and entertainment in a changing communication environment. Students will discuss what constitutes a media text, and how and why contemporary definitions differ from those of the past. They will also examine the phenomenon of media conglomerates (the ownership of multiple media businesses by a person or corporation that can include video games and music as well as newspapers, radio, broadcast and cable television) and examine how and why they flourish in a globalized world. Students will consider the effects of the Internet Age and the rise of what is known as citizen journalism on traditional media like newspapers, radio and television. Are the new technologies opening a new era of participatory culture that challenges the tight control corporations have traditionally had on media content and media distribution? Are the business models on which the old media are based unravelling in the face of competition from citizen journalism? What evidence is there for this, and what consequences could it have on the quality of investigative journalism? How is the relationship between the journalist and his/her audience changing in the era of online news comments sections? This course will explore all these questions with the use of concrete case-studies such as the Panama papers scandal, the role played by new and old media.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Speak confidently about the different types of media texts that exist today and relate them to a range of business models.

CLO2: Be more aware of how they personally consume and relate to different media texts.

CLO3: Read and analyze theoretical texts, and to produce evidence-based essays that reflect the reading and reflection they have done.

COURSE TOPICS:

1. Core concepts in media studies
 2. The business of media
 3. Creating content
 4. Globalization and the media
 5. Media and power
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COURSE CODE: TEC-200
COURSE TITLE: Principles of Digital Technology
CREDITS: 3
ELIGIBILITY: BUS-100
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

Principles of Digital Technology incorporates aspects of both computer science and information technology. It explores how we can use technology to create, store, process, analyze and present information in a digital context. This includes computer architecture, networks, web technology, digital media, programming tools and software applications. Understanding the role, impact and use of digital technologies is essential to achieving digital transformation, which is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way. This course will examine a wide spectrum of digital technologies, how they are defined, applied, used and managed in business organizations as supportive elements to business functions, operations and processes. The purpose of this course is to help students understand the relationship between digital technologies and organizational digital transformation. This will not be a highly technical course, but it will address issues from the business manager perspective.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the characteristics and applications of various digital technologies in software, hardware and communications.

CLO2: Present technical architectures for the development and management of business operations by combining digital technologies.

CLO3: Discuss the effectiveness of one or more digital technologies on business process and operations.

COURSE TOPICS:

1. IT Concepts & Terminology
 2. IT Infrastructure
 3. Applications & Software
 4. Software Development Concepts
 5. Database fundamentals
 6. Security
 7. Cloud Computing & Business Value
 8. Technical Perspectives & Cloud types
 9. Steps to successful adoption of Cloud Computing
 10. Risks & Consequences of Cloud Computing
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COURSE CODE: TEC-240
COURSE TITLE: Design Engineering
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

Design Engineering is a cross disciplinary course seeking to demystify engineering by teaching substantive topics in systems engineering and engineering design from conceptual to validation phases of development. The course will apply these concepts in tandem with a project where students must create a define a problem and create a physical solution for the problem. The course will be project-based, with students working interdependently in teams, designing a product and bringing that product to life over the course of the semester. This course will teach students technical skills including the basics of computer aided design (CAD). Students will learn about existing technology and how to leverage technology to create designs that are not only impactful, but feasible. The course will also cover cutting edge technologies and companies to learn about the widespread impact and implications of engineering and product design.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the principles behind product design and engineering.

CLO2: Design products for social impact, ergonomics, and sustainability while considering for production limitations imposed by current engineering practices and global infrastructure.

CLO3: Design 3D objects using CAD software and/or creating physical objects.

COURSE TOPICS:

1. Engineering Design Phases
 2. Systems Engineering
 3. Fundamentals of Engineering
 4. Cutting Edge Technologies and Companies
 5. Design Thinking for Engineering: Need-finding, surveying and feedback
 6. Environmental Engineering and Sustainability
 7. Ergonomics and Human Factors Design
 8. Computer Aided Design
 9. Fabrication methods for small-scale projects
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COURSE CODE: TEC-322
COURSE TITLE: Programming I: Introduction to Programming and Data Structures with Python
CREDITS: 3
ELIGIBILITY: ENT-200, FIN-200, MGT-200, MKT-200, MAT-210 AND 30 Credits
PROGRAM MAPPING: Business Analytics Major; Computer Science Minor; Science and Technology Elective

COURSE DESCRIPTION:

This is an introductory course in Python programming for students with little or no programming experience. Python is a language with a simple syntax, and a powerful set of libraries. It is an interpreted language, with a rich programming environment, including a robust debugger and profiler. While it is easy for beginners to learn, it is widely used and has many interdisciplinary applications. The course introduces students to problem-solving methods, algorithm development, data types, data structures, control flow, object-oriented programming, and graphical user interface-driven applications, via the Python programming language.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Analyze different problems and implement appropriate programming solutions in Python.
CLO2: Write simple object-oriented programs in Python using classes, objects, inheritance, polymorphism and encapsulation.
CLO3: Implement simple graphical user interfaces in Python.

COURSE TOPICS:

1. Algorithms and Problem Solving
 2. Variables Input and Output
 3. Numeric Data Types and Strings
 4. Control Structures and Boolean Logic
 5. Functions and Program Design
 6. Data Structures and Processing Data
 7. Reading and Writing to Files
 8. OOP in Python: Objects, Classes, Inheritance, Polymorphism, Encapsulation
 9. Graphical User Interfaces
 10. Exception Handling
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COURSE CODE: TEC-332
COURSE TITLE: Data Engineering
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Computer Science Minor; Science and Technology Elective

COURSE DESCRIPTION:

This course incorporates concepts from both computer science and information technology to show how data is processed in modern organizations. This course shows how data is stored, processed, analysed by examining both theoretical concepts but also teaching current programming tools that apply these concepts. Students will understand what data storage architecture is, and how to communicate with and create databases via programming tools and software applications. Understanding the role, impact and use of databases and their technologies is essential to achieving digital transformation, which is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way. This course will examine a wide spectrum of database solutions, how they are defined, applied, used and managed in business organizations as supportive elements to business functions, operations and processes.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the fundamental concepts of databases and develop understanding of varying database architectures within organizations

CLO2: Apply relevant software to solve data engineering problems

COURSE TOPICS:

1. Database fundamentals
 2. Entity relationship diagrams
 3. Primary and Foreign Keys
 4. Normalisation of Data
 5. Database design Issues
 6. Coding for Databases - fundamentals of SQL
 7. SQL Variants
 8. Distributed Databases and Cloud computing
 9. Database Technologies; Hadoop, Spark, Pytorch: What are they?
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COURSE CODE: TEC-400
COURSE TITLE: Programming II: Object-Oriented Programming with Java
CREDITS: 3
ELIGIBILITY: 30 Credits
PROGRAM MAPPING: Science and Technology Elective

COURSE DESCRIPTION:

This course uses the Java programming language to illustrate linear and non-linear data structures, including lists, stacks, queues, trees, tables and graphs. Also covered are recursion, iteration over collections and sorting and searching topics, including Big O notation and hash tables. Encapsulation, object-oriented design and information-hiding among classes is a recurring theme for this course, so that students can appreciate the versatility of Object-Oriented Programming and why Java is embedded in virtually every single app, software, or cloud-based service being used in the 21st century.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Write Java programs in an integrated development environment, including writing proper documentation to each programming project in javadoc.

CLO2: Utilize a debugger when doing software development and writing robust code utilizing exception handling language features.

CLO3: Apply data structures and abstract data types concepts effectively when developing small to medium sized projects, through the engagement of colleagues in project development and learning.

COURSE TOPICS:

1. Transitioning from Python to Java
 2. Object Oriented Programming
 3. Analysis of Algorithms
 4. Stacks & Lines
 5. Queues
 6. Lists
 7. Recursion
 8. Searching & Sorting
 9. Trees
 10. Sets & Maps
 11. Binary Search Trees
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COURSE CODE: TEC-441
COURSE TITLE: Web Technologies and Programming
CREDITS: 3
ELIGIBILITY: 45 Credits
PROGRAM MAPPING: Computer Science Minor; Science and Technology Elective

COURSE DESCRIPTION:

The World Wide Web has evolved into a continuously growing universe of interlinked websites and web applications that offer interactive, real-time and multimedia content. This growth was partially due to the advancements in web technologies which offer the ability to create immersive web experiences. This course provides the fundamental knowledge needed in order to engage in web programming and web application development. It provides an overview of the architecture, design and development of both static websites and dynamic web applications. It explores at an introductory level the fundamental web programming technologies including server-side, client-side and presentation technologies.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Understand the technologies and components used in Web Applications

CLO2: Apply front end and back end web application technologies and create a modern fully functional dynamic website

COURSE TOPICS:

1. Introductory Concepts in Web Programming and how the World Wide Web works
 2. Hyper Text Mark-up Language (HTML) – DOM Model
 3. Design and Usability of Websites and Web Applications
 4. HTML 5
 5. Cascading Style Sheets (CSS)
 6. Front-end Web Development I: JavaScript Basics
 7. Back-end Development: PHP, Processing Forms
 8. Connecting with Databases
 9. Front-end Web Development II: Advanced JavaScript and Libraries
 10. Using Python in Web Development
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COURSE CODE: TEC-442
COURSE TITLE: Programming II: Advanced OOP Programming with Python
CREDITS: 3
ELIGIBILITY:
PROGRAM MAPPING: Computer Science Minor; Science and Technology Elective

COURSE DESCRIPTION:

This course will follow the introduction to programming with python one, and will explore in greater depth object oriented programming concepts and python libraries. The students will learn how to make applications in python with extensive use of graphical user interface. The course explores at introductory level, data analytics and machine learning concepts through the relevant fundamental libraries. As both data analytics and machine learning fields are vast and fast expanding, the focus will be on grasping the foundations. Through the use of projects and collaborative learning in the course, students will be able to create impactful visualizations to explain their analysis.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Write a complex application using OOP techniques and graphical user interface

CLO2: Have a working knowledge of the fundamental libraries for Data Analytics and machine learning Be able to extract, load and clean data. Read csv and excel files to be able to do basic statistical analysis.

COURSE TOPICS:

1. Advanced Object Oriented programming
 2. Be able to extract, load and clean data. Read csv and excel files to be able to do basic statistical analysis.
 3. Creating charts such as bar, line, scatter-plot in python, and perform data analysis.
 4. Communication with Databases
 5. Python Libraries - Jupyter Notebook -the data engineers IDE of choice
 6. Python Libraries - NumPy
 7. Python Libraries - Scikit-learn - Introduction, training and evaluating learning algorithms.
 8. Python Libraries - Pandas - Exploratory data analysis
 9. Code versioning and maintaining in GitHub
 10. Code debugging, formatting and performance optimization in Python
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COURSE CODE: TEC-442
COURSE TITLE: Programming II: Advanced OOP Programming with Python
CREDITS: 3
ELIGIBILITY: 45 Credits
PROGRAM MAPPING: Computer Science Minor; Science and Technology Elective

COURSE DESCRIPTION:

This course will follow the introduction to programming with python one, and will explore in greater depth object oriented programming concepts and python libraries. The students will learn how to make applications in python with extensive use of graphical user interface. The course explores at introductory level, data analytics and machine learning concepts through the relevant fundamental libraries. As both data analytics and machine learning fields are vast and fast expanding, the focus will be on grasping the foundations. Through the use of projects and collaborative learning in the course, students will be able to create impactful visualizations to explain their analysis.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Write a complex application using OOP techniques and graphical user interface

CLO2: Have a working knowledge of the fundamental libraries for Data Analytics and machine learning Be able to extract, load and clean data. Read csv and excel files to be able to do basic statistical analysis.

COURSE TOPICS:

1. Advanced Object Oriented programming
 2. Be able to extract, load and clean data. Read csv and excel files to be able to do basic statistical analysis.
 3. Creating charts such as bar, line, scatter-plot in python, and perform data analysis.
 4. Communication with Databases
 5. Python Libraries - Jupyter Notebook -the data engineers IDE of choice
 6. Python Libraries - NumPy
 7. Python Libraries - Scikit-learn - Introduction, training and evaluating learning algorithms.
 8. Python Libraries - Pandas - Exploratory data analysis
 9. Code versioning and maintaining in GitHub
 10. Code debugging, formatting and performance optimization in Python
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COURSE CODE: THE-499
COURSE TITLE: Senior Thesis
CREDITS: 3
ELIGIBILITY: BUS-355 AND 75 Credits
PROGRAM MAPPING: Capstone

COURSE DESCRIPTION:

The Senior Thesis is an optional Capstone project taken by students in their final year of study at Hult. It is an independent research project assessed principally by a research dissertation of 10,000 words. In planning, writing, and completing a dissertation, students will have the guidance of a supervisor, who should be an established member from one of the five majors: Management, Marketing, Finance, Entrepreneurship or Accounting. The thesis is the most important piece of writing a student will complete as an undergraduate and students will be expected to show the depth of their learning and research following submission of the formal written thesis through a viva voce (oral defence) of the thesis.

COURSE LEARNING OUTCOMES:

On completion of this course, students are expected to be able to:

CLO1: Plan and write an original research project with a clear intellectual thesis.

CLO2: Present written work that follows the style, organization and source conventions of their business discipline.

COURSE TOPICS:

1. Independent research
 2. Time management strategies
 3. Understanding the school's dissertation requirements
 4. Identify and utilize the principles of good academic writing
 5. Precise presentation of a dissertation
 6. Accurate referencing and citation
 7. Understand the importance of a clear intellectual thesis
 8. Understand and critique the critical and theoretical methods of others
 9. Reflect upon the intellectual methods and allegiances used
 10. Quantitative research, data collection (surveys, interviews, focus groups, ethnographic studies)
 11. Ethical considerations in research
 12. Analyzing/interpreting data
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