

PMBS COURSE DESCRIPTIONS (JANUARY – APRIL 2014)

Trimester 4 – MMR 47

TSTA 706 Business Strategy Simulation - 3 credit units

Business Strategy Simulation is a multi-disciplined learning method which places and involves students to actively in run a virtual business. These virtual business environments model the real world and reflect actual world practices. The students will set up a company, manage and maximize its value through the application of their business knowledge and their integrative management skills. It requires the implementation of holistic rational decision making and cooperative teamwork. Thus, the students are expected to be able to overcome the functional as well as the strategic problems of their company.

ELECTIVE COURSES:

TFIN 759 Business Financing - 2 credit units

Using a lecture and discussion teaching format, this course provides the background in the concepts, processes and institutions in the financing of business enterprises both at early stage and growth/expansion stage. Topics covered within this course are equity financing (ownership, warrants, LLC and LPE), debt financing (bank loans, factoring, revenue participation/royalty financing, and private debt), friends, angels, venture capital sources and licensing and franchising. Students should be able to explain the reasons why businesses need short-term and or long-term financing, be able to identify and describe the main sources of capital funds for businesses.

TFIN 757 Financial Risk Management - 2 credit units

This subject discusses the key topics of corporate risk management, operational risk, financial risk and business risk management from the perspective of non-financial corporations. The course focuses on knowing the theories and practices of risk management and building problem solving skills as needed by managers. Various teaching methods are used in this subject. Lectures are used to explain and discuss the theoretical framework of risk management required to analyze the cases. The case method is used to build and develop problem-solving skills in terms of formulating case definitions, the case analysis framework, and proposing case recommendations.

TMKT 731 Service Marketing - 2 credit units

Services marketing emphasize managing customer experience. It is a study of understanding customers in service encounters, building the service model, managing the customer interface, and implementing profitable service strategies. It involves service marketing information system, development, design, and implementation of service marketing programs.

TMKT 742 Brand Management - 2 credit units

The course examines the complete brand management process from the perspective of the brand manager. It covers the strategic decisions that must be made in three areas (1) the development and introduction of new products/brands—from idea stage to commercialization; (2) the marketing of existing brands, with emphasis on building, measuring, managing, and leveraging brand equity; and (3) the marketing of product modifications, product line extensions, brand extensions, and product deletions.

TMKT 745 Business to Business Marketing - 2 credit units

Business-to-Business Marketing is a graduate level marketing elective course. For maximum benefit from this course,, students should have marketing management knowledge, prior to taking this elective course. The purpose of this course is to help students to understand marketing activities between firms/organizations. Upon completion of this elective course, students should be able to understand the distinctive nature of the marketing tasks when the customer is an organization; understand the growing role of marketing within industrial companies; have insights into ways in which a number of marketing concept and techniques can be used by the business-to business marketing manager.

Trimester 3 – MMR 48**TSTA 702 Strategic Management** - 3 credit units

During the course each student will accustom himself/herself to act as an active member in the Team of Strategic Leaders of a firm taken from the case that will be discussed in class. Interaction with peers while learning together in class and doing group assignment will enhance understanding and enable students to (1) identify and understand the Resultant model of strategic management and the configuration of seven elements in the urgency management process (2) understand fully and adopt the configuration of seven elements of the "urgency management process" as a guide to practice strategic management (3) understand the power of strategic and organization levers in the transformation process, the importance of Business Definition and Firm Position (4) take advantage in applying the Resultant Model's way of thinking for bringing new perspective to the company's strategic planning cycle, making business plans and identify a firm's Resultant with respect to the current organization conditions and critical situations.

CONCENTRATION IN FINANCE:**TFIN 720 Advanced Corporate Finance** - 3 credit units

Discusses the growth of companies via diversification that includes reasons for diversification, the relationship between headquarter and business unit, business group building political capital, corporate investment via acquisition and strategic alliance, capital structure for diversified company, private equity market and corporate turnaround restructuring.

TFIN 721 Investment Management - 3 credit units

This course discusses analytical frameworks and empirical evidence in investment management. The first part of this course focuses on equity analysis. Portfolio strategy and technical analysis are the focus of the second part.

TFIN 723 International Finance - 3 credit units

This subject will give an understanding of the recent progress of international financial system. Students will be guided to understand the instruments in international financial market, applied customarily in global companies' financial decision-making. This subject will analyze the quantitative and also the qualitative aspects. The students will be greatly involved in financial analysis to sharpen their ability in making financial decision.

CONCENTRATION IN MARKETING

TMKT 721 Marketing Research - 3 credit units

This course considers the gathering of marketing-related data from individuals and organizations, with particular emphasis on integrating problem formulation, research design, questionnaire construction, and sampling so as to yield the most valuable information. Also studied are the proper use of statistical methods and the use of computers for data analysis. Both qualitative and quantitative research methods are discussed. In order to gain a deeper understanding of what is involved in marketing research; students will undertake a research project.

TMKT 723 Strategic Marketing - 3 credit units

This course is built around a commitment to develop market-based competitiveness, reflecting the fact that any business success is in its ability to win the customer's preferences against competitors' offerings. Students are expected to examine critical issues required in the making of high-level and strategic marketing decision making in a business. This course takes the perspective of both the functional and the business levels because strategic marketing decisions can be taken from the level of a Marketing Manager, a General Manager, or a Business-Unit CEO. In most cases, corporate-level CEOs need also to understand the conceptual framework in winning the markets served by their business units.

TMKT 725 Integrated Marketing Communication - 3 credit units

This course takes an analytical approach to the study of Integrated Marketing Communication. Attention focuses are on the relationship between product brand or company image with marketing communications forms, such as: advertising, sales promotion, personal selling, public relations, and experiential contact.

WORKSHOPS

TBEC 611 Doing Your Job, Communication in the Workplace - 2 workshop units

This course is designed to provide students with specific business English communicative skills relevant to the workplace. The activities enhance writing, speaking and listening skills. The language functions taught, include: assessing candidates; written correspondence; reporting on progress; describing trends; discussing products and services; comparing options; workplace meetings; and effective presentations skills.

TFIN 602 Management Information System - 1 workshop units

This course gives an overview of information technology and an understanding of the strategic importance of information systems in organizations. Students will be exposed to the vocabulary of MIS. Students will not be computer programmers at the end of this course. They will be able to intelligently discuss and assess information systems requirements, strategy, and issues on the job and be techno-literate.

Semester 2 A – MMR 49

TFIN 202 Financial management - 3 credit units

This course examines the role of finance in supporting the functional areas of a firm, and fosters an understanding of how financial decisions can create value. Students are expected to master the following topics: basic analytical skills and principles of corporate finance; functions of modern capital markets and financial institutions; standard techniques of analysis, capital budgeting, discounted cash flow valuation, and risk analysis.

TMJN 202 Human Resource Management - 2 credit units

Upon completing this course, participants are expected to be able to discuss the role and functions of Human Resource Management in an organization; and to apply the concept of human resource management in the organization level in order to achieve the organization goals.

TSTA 201 Strategic Management - 3 credit units

During the course each student will accustom himself/herself to act as an active member in the Team of Strategic Leaders of a firm taken from the case that will be discussed in class. Interaction with peers while learning together in class and doing group assignment will enhance understanding and enable students to (1) identify and understand the Resultant model of strategic management and the configuration of seven elements in the urgency management process (2) understand fully and adopt the configuration of seven elements of the "urgency management process" as a guide to practice strategic management (3) understand the power of strategic and organization levers in the transformation process, the importance of Business Definition and Firm Position (4) take advantage in applying the Resultant Model's way of thinking for bringing new perspective to the company's strategic planning cycle, making business plans and identify a firm's Resultant with respect to the current organization conditions and critical situations.

CONCENTRATION IN MARKETING

TMKT 232 Marketing Research - 3 credit units

This course considers the gathering of marketing-related data from individuals and organizations, with particular emphasis on integrating problem formulation, research design, questionnaire construction, and sampling so as to yield the most valuable information. Also studied are the proper use of statistical methods and the use of computers for data analysis. Both qualitative and quantitative research methods are discussed. In order to gain a deeper understanding of what is involved in marketing research; students will undertake a research project.

TMKT 231 Strategic Marketing - 3 credit units

This course is built around a commitment to develop market-based competitiveness, reflecting the fact that any business success is in its ability to win the customer's preferences against competitors' offerings. Students are expected to examine critical issues required in the making of high-level and strategic marketing decision making in a business. This course takes the perspective of both the functional and the business levels because strategic marketing decisions can be taken from the level of a Marketing Manager, a General Manager, or a Business-Unit CEO. In most cases, corporate-level CEOs need also to understand the conceptual framework in winning the markets served by their business units.

CONCENTRATION IN FINANCE

TFIN 231 Advanced Corporate Finance - 3 credit units

Discusses the growth of companies via diversification that includes reasons for diversification, the relationship between headquarter and business unit, business group building political capital, corporate investment via acquisition and strategic alliance, capital structure for diversified company, private equity market and corporate turnaround restructuring.

TFIN 232 International Finance - 3 credit units

This subject will give an understanding of the recent progress of international financial system. Students will be guided to understand the instruments in international financial market, applied customarily in global companies' financial decision-making. This subject will analyze the quantitative and also the qualitative aspects. The students will be greatly involved in financial analysis to sharpen their ability in making financial decision.

WORKSHOPS

TBEC 403 Meetings, Negotiations, Presentations & Interviews - 2 workshop units

This course is designed to provide students with specific business English communicative skill relevant to the job interviewing process. The activities enhance writing, speaking and listening skills. The language functions taught, include: preparing for, and chairing, meetings; preparing for, and participating in, negotiations; preparing and giving presentations; producing effective written communication; applying for a job; preparing for, and participating in interviews.

Semester 1 A – MMR 50

TAKI 201 Managerial Accounting - 3 credit units

This course is a graduate level exploration of managerial accounting. The course will cover the three streams of managerial accounting; cost and costing, operational decision support and management control.

TMKT 201 Marketing Management - 3 credit units

Marketing management emphasizes managing customer value. It is a study of choosing, creating, delivering, and communicating customer value. It involves marketing information system, development, design, and implementation of marketing programs. After this course participants should be able to demonstrate the integration of managing customer value, and conduct presentation of marketing programs through the use of both qualitative and quantitative data.

TOPR 201 Operations Management - 3 credit units

This course introduces students to concepts and techniques related to the design, planning, control, and improvement of service and manufacturing operations. The course attempts to make students conversant in the language of operations management, provide the students with quantitative and qualitative tools to analyze basic operations issues, and allow students to see the role of operations management in the overall strategy of the firm. After completing this course, students are expected to understand the role of operations management in the overall business strategy of the firm; to

grasp the idea of creating value through operations management and to be better equipped in analyzing, managing, and improving processes in the service sector as well as manufacturing firms.

TMJN 206 Organizational Behavior - 3 credit units

The course is about organizations and how they operate in a world that is rapidly changing. It will focus on people working together & contributing individually within the organization. The course will provide an opportunity to develop a perspective and skills for managing people effectively in organization.

TEKN 201 Economics for Business - 1 credit units

Economics for Business is introductory to—and also be a review of—economics. The emphasis of discussions is on business-related topics of economics. The microeconomics sessions focus on the basics of the market and market structures whereas in the macroeconomics session discussions are on macroeconomic variables, performance, and policies. The students are expected to gain basic understanding about the framework as to how businesses are both influencing and influenced by the market (micro, industrial level) and by the macroeconomic variables working in the economy as whole.

WORKSHOPS

TBEC 402 Fundamentals of Communication - 2 workshop units

It is designed to provide students with the fundamentals of business English that are necessary for learning and practicing managerial communication skills required in subsequent BEC courses. The activities focus on enhancing reading, writing, listening and speaking skills. The language functions taught, include: participating in meetings; talking about jobs and responsibilities; telephoning to make arrangements; arranging a schedule/meeting; asking polite questions; describing the structure of an organization; writing letters, memos and short reports; asking for opinions; discussing a company's history; discussing careers and past experiences; using a problem solving model; making suggestions; considering possibilities.