SolBridge International School of Business

**Bachelor of Business Administration (BBA)**

**2016 Curriculum**

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| **Introduction** |
| The SolBridge Bachelor of Business Administration (BBA) program aims to nurture Asian-Thought leaders of the future. Our mission is to prepare graduates who think at a global level yet have Asian expertise. We aim to prepare well-rounded, creative, ethical, socially responsible and cross-culturally competent business leaders of the future. Our students acquire not only practical managerial competencies but also a holistic general and language education that will enable them to work and lead in any part of Asia and the rest of the world. The BBA curriculum is designed to fulfill this mission with several unique features. Firstly, our students receive a strong general education to enhance their creativity and global perspective. Secondly, our curriculum has the practical business specializations so that our graduates are ready to apply their knowledge in the workplace. Thirdly, the curriculum incorporates several practice-oriented elements that allow students to develop their soft and analytical skills. Fourth, the curriculum provides flexibility with a broad choice of electives beyond the required courses. Finally, the curriculum requires our graduates to learn a foreign language that will allow them to be a global manager. There are five parts to the curriculum: General Education, Core, Specialization, Free Electives, and Foreign Languages. The general education component is intended to give students life-long skills and tools that not only help their creativity but also broaden their horizons. The core part of the curriculum imparts essential business knowledge. Specialization electives impart in-depth knowledge in a functional area of the student’s choice. Our graduates will thus have expertise in one functional specialization and will be well prepared to meet the challenges of a globalized world. SolBridge provides opportunities to better build up students’ careers by offering entrepreneurial courses, career preparation courses, and business leadership development courses.Finally, SolBridge also provides the opportunity to students to acquire some foreign language skills to prepare them for entry into a globalized yet diverse world. All BBA students have to complete a specific number of courses in one of two languages: Chinese or Korean. Student can choose any one of the two languages provided that it is not their mother tongue. Our graduates will thus be proficient in three languages: mother tongue, English as their global lingua franca and a foreign language.Students can design their program sequence and pacing in consultation with faculty mentors. Students can finish their program in three and a half years with careful planning. This document describes the structure of the SolBridge BBA program, curricular requirements for graduation and courses offered in general education, core, specialization, free electives, and language programs.  |

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| **Program Description and Structure** |
| Students are required to complete a total of 140 credit hours for graduation, comprising business and general education courses and foreign language courses. *General Education:* General education is aimed at imparting knowledge and skills which are useful in any walk of life. Students have to complete a total of sixteen (16) credits. All these are required courses. *Core:* The core of the curriculum imparts essential foundational knowledge and business-specific knowledge. Students have to complete fifty-five (55) credits. The core has been designed with careful attention to preparing our students for strong business foundations and local knowledge. All these are required courses.*Specialization:*  Students can specialize in one of the traditional business specializations. Students need to complete twelve (12) credits in a specialization of their choice in order to graduate. Currently, there are three specializations in the SolBridge curriculum: Finance, Marketing, and Management. *Free Electives:* Beyond the Specialization electives, students can choose thirty-six (36) credit hours from a list of Electives. Free Electives includes not only business courses but also history and science courses. *Foreign Languages:* During their stay at SolBridge, students have the opportunity to learn a foreign language of their choice. Currently, students can choose from Korean or Chinese. Students have to choose a language that is not their mother tongue. All SolBridge BBA graduates are expected to complete a total of twenty-one (21) credit hours in one of these two languages. |

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| **2+2 Programs** |
| Students can obtain two prestigious degrees by participating in a 2+2 program. SolBridge offers various 2+2 programs whereby students spend their first two years at SolBridge after which they proceed to a partner university for the final two years of their study. The curricular and course requirements during the first two years for students aspiring to the 2+2 programs vary by program and are slightly different from the curriculum and course structure described in this document. For a detailed description of curricular and course requirements for 2+2 programs, students should refer to the 2+2 programs handbook published by the Study Abroad office. |

CURRICULUM

Students can identify the courses they need to take as requirements. They can also identify Specialization and electives. Students are strongly advised to read course descriptions, identify pre-requisites and plan the sequence of their progress through the program. They may consult faculty and their mentors in such planning. Students must also note that not all core courses and electives will be offered every semester. This point must be taken into account during program planning.

### GENERAL EDUCATION

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| General Education Required Courses |
| Required Credits:**16** |
| **Code** | **Course Title** | **Credit** |
| GEN120B | Critical Thinking | 3 |
| BUS250B | Intercultural Communication | 3 |
| COM114D | Writing and Presentation Skills | 3 |
| INF101B  | Application of Information Technology | 3 |
| MAT121C | Quantitative Methods | 3 |
| MEN101B | First Year Seminar | 1 |

### CORE COURSES

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| Core Courses (Foundation) |
| Required Credits: **24** |
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| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| ACC101B | Introduction to Accounting | 3 | BUS110 | Introduction to Macroeconomics | 3 |
| ACC201B | Financial Accounting  | 3 | BUS208C | Basic Statistical Methods and Applications | 3 |
| BUS100 | Introduction to Business | 3 | BUS404D | Ethics and Corporate Social Responsibility | 3 |
| BUS109 | Introduction to Microeconomics  | 3 | COM319C | Business Communication  | 3 |

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| Core Courses (Business) |
| Required Credits: **31** |
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| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| ASM215B | Korean Organizations and Management | 3 | BUS325B | Operations Management  | 3 |
| ASM310B | Asian Management  | 3 | FIN305 | Introduction to Corporate Finance | 3 |
| IMM305B | Asian Case Workshop | 2 | IBS301 | International Business Management | 3 |
| IMM306 | Asian Case Study | 2 | INF304B | Management Information Systems | 3 |
| BUS211C | People and Organization | 3 | MKT200B | Principles of Marketing | 3 |
| BUS308B | Strategic Management\* | 3 |  | \*Capstone Course |  |

### SPECIALIZATIONS

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| Specialization Fields and Electives  |
| Required Credits: **12** from any one specialization |

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| **Finance** |
| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| FIN407 | Financial Markets and Institutions | 3 | FIN420 | Investment Analysis | 3 |
| FIN412B | Mergers and Acquisitions  | 3 | FIN430 | Financial Derivatives | 3 |
| FIN415 | International Corporate Finance | 3 | FIN475 | Special Topics in Finance | 3 |
| ACC203 | Managerial Accounting  | 3 | FIN405 | Financial Math and Modeling  | 3 |
| FIN308B | Commercial Banking | 3 |  |  |  |

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| **Marketing** |
| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| MKT311 | Marketing Strategy  | 3 | MKT408B | Marketing Research | 3 |
| MKT401C | Consumer Behaviour | 3 | MKT415 | Marketing Communication | 3 |
| MKT403 | Brand Management | 3 | MKT475 | Special Topics in Marketing | 3 |
| MKT425 | E-Marketing  | 3 | MKT418C | Services Marketing | 3 |

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| **Management** |
| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| BUS410B | Human Resource Management | 3 | MIB408C | Global Strategic Management | 3 |
| BUS415B | Managing Diversity in the Workplace | 3 | MIB415 | Global Supply Chain Management | 3 |
| BUS302C | Global Leadership  | 3 | MIB475B | Special Topics in Global Business | 3 |
| ASM411B | Asian Marketing  | 3 | BUS405 | Business Law  | 3 |
| MIB320 | E-Business Management | 3 |  |  |  |

### FREE ELECTIVES

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| Required credits: **36** |
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| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| ACC310 | Intermediate Accounting | 3 | ENG122 | Practical Applications of Written Communication 2 | 3 |
| ART401A | Creative Work: Drama | 3 | ENG123 | Principles of Content Acquisition and Utilization 2 | 3 |
| ART401B | Creative Work: Music | 3 | ENG150 | Honors English Composition I | 3 |
| BUS101 | Planning Startup Businesses | 3 | ENG151 | Honors English Composition II | 3 |
| BUS201 | Launching Startup Businesses  | 3 | ENT435 | Business Plan Development | 3 |
| BUS241 | Business Leadership Development 1 | 2 | GEN121 | Speech and Debate | 3 |
| BUS242 | Career Development 1 | 2 | GEN135 | Sports Elective I | 1 |
| BUS243 | Advance Career Development 1 | 2 | GEN231 | Fitness and Active Lifestyle | 2 |
| BUS314C | Business Law and Ethics | 3 | GEN236 | Sports Elective II | 2 |
| BUS316B | Advanced Decision Models | 3 | HIS100 | Highlights in Asian History | 3 |
| BUS331 | Career Preparation  | 2 | HIS108C | Asian Politics from the Regional Point of View | 3 |
| BUS341 | Business Leadership Development 2 | 2 | HIS160 | Survey of US History | 3 |
| BUS342 | Career Development 2 | 2 | IMM202C | Personal Development | 2 |
| BUS343 | Advance Career Development 2 | 2 | IMM206B | Knowledge Workshop | 2 |
| CHE101B | Introduction to Chemistry | 4 | IMM207 | Thought Leader Workshop | 2 |
| ENG111 | Foundations of Business Interactions 1 | 3 | MAT150 | Honors Mathematics I | 4 |
| ENG112 | Practical Applications of Written Communication 1 | 3 | MAT151 | Honors Mathematics II | 4 |
| ENG113 | Principles of Content Acquisition and Utilization 1 | 3 | PHY101B | Introduction to Physics | 4 |
| ENG114 | Principles of Aural Content Acquisition and Retention | 3 | PSY201B | Introduction to Psychology | 3 |
| ENG115 | Practical Applications of Verbal Communication | 3 | SOC201B | Introduction to Sociology | 3 |
| ENG121 | Foundations of Business Interactions 2 | 3 | BUS345 | Strategic Creativity for Innovation  | 3 |
| BUS206 | Business Negotiation | 3 | BUS303 | Industrial Field Study | 2 |
| GEN160 | Sex Gender and Culture  | 2 | KOR051 | Easy Korean  | 3 |
| BUS202 | Startup Business Practice | 3 | BUS306 | Advanced Business Negotiations | 3 |

**FOREIGN LANGUAGES**

1. Students have to complete twenty-one (21) credits of a foreign language in order to graduate.
2. The twenty-one credits have to be taken in any ONE language, and not different languages.
3. International students may opt for one of the two languages: Korean or Chinese. Korean students must choose Chinese. Chinese students must choose Korean. Other students may choose either Chinese or Korean.
4. The curriculum for the languages will be given to students under a separate cover.

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| Required credits: **21** |
| **Code** | **Course Title** | **Credit** | **Code** | **Course Title** | **Credit** |
| CHL101 | Chinese Beginner 1 | 3 | KOR101 | Korean Beginner 1 | 3 |
| CHL102 | Chinese Beginner 2 | 3 | KOR102 | Korean Beginner 2 | 3 |
| CHL201 | Chinese Intermediate 1 | 3 | KOR201 | Korean Intermediate 1 | 3 |
| CHL202 | Chinese Intermediate 2 | 3 | KOR202 | Korean Intermediate 2 | 3 |
| CHL301 | Chinese Advanced 1 | 3 | KOR301 | Korean Advanced 1 | 3 |
| CHL302 | Chinese Advanced 2 | 3 | KOR302 | Korean Advanced 2 | 3 |
| CHL401 | Chinese Advanced 3 | 3 | KOR401 | Korean Advanced 3 | 3 |
| CHL451 | Business Chinese 1-1 | 3 | KOR411 | Business Korean 1 | 3 |
| CHL452 | Business Chinese 1-2 | 3 | KOR421 | Business Korean 2 | 3 |
| CHL461 | Business Chinese 2-1 | 3 |  |  |  |
| CHL462 | Business Chinese 2-2 | 3 |  |  |  |
| CHL471 | Business Chinese 3-1 | 3 |  |  |  |
| CHL472 | Business Chinese 3-2 | 3 |  |  |  |
| CHL473 | Business Chinese 3-3 | 3 |  |  |  |

COURSE DESCRIPTIONS

**BBA General Education Required Courses**

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| **GEN** | Critical Thinking |  |  |
| **120B** | Prerequisites: **None** |  |  |
| This course is designed to teach students how to analyze or evaluate information especially those statements that have been proposed as being true. It helps student develop a process of reflecting on what statements mean. Students will also examine the evidence that is offered and form a judgment about the facts. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | General Education; Required |
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| This course is a prerequisite for: None |

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| **BUS** | Intercultural Communication |  |  |
| **250B** | Prerequisites: **None** |  |  |
| In order to be effective in increasingly multicultural environments, it is essential to be aware of cultural beliefs and values that inform behavior and practices. This course will expose students to the basic theories of intercultural communication, through which they will gain deeper insight into themselves as cultural beings and become familiar with some of the differences and similarities they may encounter in business and personal relationships within and across cultures.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | General Education; Required |
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| This course is a prerequisite for: None |

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| **COM** | Writing and Presentation Skills |  |  |
| **114D** | Prerequisites: **None** |  |  |
| This course is designed to meet the basic business presentation and writing skills for a working professional. The presentation component will prepare students for various aspects of academic or business presentations including: in-class presentations, seminars, conferences and business proposals. Students will be instructed in how to research, write and give a presentation, ask appropriate questions in Q & A sessions, and to facilitate conference sessions and panels. In the writing component, students will learn the techniques to organize material for concision, to effectively write various types of business documents such as memos, short essays, business letters, e-mails and resumes. Students will also learn about proper usage of grammar and style, and netiquette. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | General Education; Required |
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| This course is a prerequisite for: None |

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| **INF** | Application of Information Technology |  |  |
| **101B** | Prerequisites: **None** |  |  |
| Information Technology is an integral part of business and academia. It is essential that students know about the basic computer applications that are used in businesses today. The primary focus of this course will be on Microsoft Office programs and applications.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom; Lab |
| **Group:** | General Education; Required |
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| This course is a prerequisite for: INF304B |

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| **MAT** | Quantitative Methods |  |  |
| **121C** | Prerequisites: **None** |  |  |
| This course is designed to introduce the basic mathematical techniques like algebra and basic calculus, and their applications to business. The course will cover basic algebra including non-linear and quadratic equations. The course will also cover calculus topics of differentiation and integration in detail. Successful completion of this course gives the student a firm foundation of mathematical principles for future higher-level business courses. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | General Education; Required |
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| This course is a prerequisite for: BUS208C |

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| **MEN** | First Year Seminar |  |  |
| **101B** | Prerequisites: **None** |  |  |
| This course is designed to help new students learn about the college community. This program provides opportunities for group work and class discussions and opportunities to engage in a real-life case study. | **Credit Hours:** | 1 |
| **Course Delivery:** | Classroom |
| **Group:** | General Education; Required |
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| This course is a prerequisite for: None |

**BBA Core Courses (Foundation)**

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| **ACC** | Introduction to Accounting |  |  |
| **101B** | Prerequisites: **None** |  |  |
| This course introduces students to financial statements and takes a practical approach to the accounting cycle. Students will learn various aspects of journal entry such as creating and posting entries, adjusting and closing entries. In addition, students will also learn how to create an income statement and balance sheet from journal entries. Students will be introduced to auditing, and will learn about ethical issues in accounting. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: ACC201B |

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| **ACC** | Financial Accounting |  |  |
| **201B** | Prerequisites: **ACC101B** |  |  |
| This course follows the Introduction to Financial Accounting. Students study the balance sheet and income statement, and become familiar with the kinds of adjustments that are required to prepare financial statements under Generally Accepted Accounting Principles (GAAP). The following areas will be covered in the course: Sales and Receivables; Inventory, Cost of Goods Sold and Accounts Payable; Other operating expenses; Fixed Assets; Long Term Investments in Stock, Bonds or other securities; Bonds and other Liabilities; and the Equity Section of the Balance Sheet.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: ACC310 |

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| **BUS** | Introduction to Business |  |  |
| **100** | Prerequisites: **None** |  |  |
| This introductory course deals with the fundamentals of business principles and concepts. Students will learn the basics of what a business is, how it operates and how it is managed. The course will clarify the various forms of business and business ownership, the role of various functions such as marketing, finance and production in business operations, and how the external environment impacts the conduct of business. This course is intended to provide the basic preparation for higher level functional courses.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: BUS211C |

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| **BUS** | Introduction to Microeconomics |  |  |
| **109** | Prerequisites: **None** |  |  |
| This course is designed to help the students build an understanding of the economics of the market place. In particular, the course focuses on microeconomic principles that demonstrate the role and limitations of both competitive and imperfectly competitive markets in motivating socially efficient consumer, business, and public sector choices.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: BUS110 |
| **BUS** | Introduction to Macroeconomics |  |  |
| **110** | Prerequisites: **None** |  |  |
| This course explores the basic concepts used in macroeconomics, starting with the definitions of national income, including GDP and GNP, and then examining the components of national income, how it is determined, and its limitations as a measure of economic well-being. It will also analyze the roles of fiscal and monetary policy, and will examine the concept of inflation, interest rates, unemployment and exchange rates.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: ASM310B, ASM411B, BUS211C, IBS301, BUS325B |

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| **BUS** | Basic Statistical Methods and Applications |  |  |
| **208C** | Prerequisites: **MAT121C OR MAT150** |  |  |
| This course deals with application of statistical and mathematical methods to business problems. Topics include descriptive statistics, elementary probability, random variables and probability distributions, the binomial, Poisson, normal and "t" distributions; estimation and hypothesis testing; type I and II errors and their control.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for:BUS316B |

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| **BUS** | Ethics and Corporate Social Responsibility |  |  |
| **404D** | Prerequisites: **None** |  |  |
| Students will develop an understanding for the importance of ethics in business and the corporate responsibilities that business organizations must assume in business and society. An emphasis will be on contemporary trends in corporate responsibilities with respect to ethical, legal, economic and regulatory conditions in the global marketplace. Students will be able to demonstrate professional and ethical conduct, critical thinking skills, and the confidence and ability to engage in life-long learning, and an understanding of the cultural, political, legal, technological, and economic forces that shape the global business environment. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **COM** | Business Communication |  |  |
| **319C** | Prerequisites: **None** |  |  |
| An emphasis on the practical application of theories and principles to the development of those writing skills essential to communication encounters in the business world. The course includes practice in writing business letters, resumes, memos, instructional materials and reports, and using visual aids. Offered for students enrolled in applied science and technology. A highly practical course, it teaches you to: compose clear, concise memos, letters, and short reports write an effective job application letter and resume use visual aids in oral and written presentations practice developing and using appropriate illustrations for business documents use visual aids in written presentations increase the student's ability to analyze information and organize it into written reports develop a familiarity with formats for short business reports such as progress, trip and incident reports.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

**BBA Core Courses (Business)**

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| **ASM** | Korean Organizations and Management |  |  |
| **215B** | Prerequisites: **None** |  |  |
| This course is intended to provide in-depth knowledge of Korean organizations and management systems. The course will clarify the unique features of organizational behavior in the typical Korean organization, the historical and cultural basis for the Korean organizational culture and leadership. The course will also explain archetypal organizational structures and operational systems in Korean organizations such as the Chaebol and SMEs. Through this course, students will learn the essential knowledge for functioning effectively in a Korean organization.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **ASM** | Asian Management |  |  |
| **310B** | Prerequisites: **BUS110 AND BUS211C** |  |  |
| This course is an intermediate level introduction to Asian Management with emphases on China, India, Japan, Taiwan and Korea. The course will also deal peripherally with ASEAN economies, such as Malaysia, Indonesia and the Philippines. The overall aim of the course is to familiarize students with theories and methods of comparing diverse economic and political institutions, and managerial systems found in dynamic Asia. Students will also learn theories and methods of comparing different managerial varieties in the region and will be able to analyze each economy’s competitive and comparative advantages over others.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **IMM** | Asian Case Workshop  |  |  |
| **305B** | Prerequisites: **None** |  |  |
| This course is designed for juniors or higher. Students will participate in an Asian case analysis workshop. Following the workshop, students will work in teams to develop and/or analyze an Asian case study and take part in a competition. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **IMM** | Asian Case Study |  |  |
| **306** | Prerequisites: **None** |  |  |
| This course is designed for juniors or higher. Students will work in teams to analyze advanced Asian case and study in depth about leading Asian business organizations. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |
| **BUS** | People and Organization |  |  |
| **211C** | Prerequisites: **BUS100 OR BUS110** |  |  |
| This course deals with the essence of what managers do: planning, organizing, controlling and leading. The course is designed to provide the foundational knowledge and skills for managing people and organizations. Students will learn fundamental concepts, current trends and required skills over a broad range of topics such as motivating people, teamwork, human resource practices, self-management, communication and leadership. Students will also gain a basic appreciation for strategic planning, the importance of external and internal environments for management, control systems and how managers make decisions.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: ASM310B, ASM411B, COM319C |

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| **BUS** | Strategic Management |  |  |
| **308B** | Prerequisites: **BUS325B AND FIN305** |  |  |
| This is the capstone course which integrates the different streams of knowledge acquired by students. The course examines the notions of firm strategy and sustained competitive advantage. The main elements of the course are: the idea of competitive advantage, environmental analysis and strategy formulation, business and corporate strategies, reasons for firm success and failure. Students will learn about industry analysis, basic strategy formulation techniques for competitive advantage, firm diversification, mergers and acquisitions, and technology strategy. Students will also acquire knowledge of contemporary strategic issues such as strategizing in high-velocity environments, strategic alliances, corporate governance, and social responsibility. The course assumes prior foundational knowledge from functional courses such as accounting, management, finance, marketing and operations. The course relies extensively on the case method to impart practical knowledge, and may also use some experiential-based learning tools to this end. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **BUS** | Operations Management |  |  |
| **325B** | Prerequisites: **BUS110** |  |  |
| The purpose of this course is to introduce students to the fundamental concepts and techniques of operations and supply chain management for both service and manufacturing organizations. It will address the role of operations in relation to other functions and the methods to increase organizational effectiveness and efficiency. Students will also learn quantitative methods used for solving operational issues in production planning and process design.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: MIB415, BUS308B |

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| **FIN** | Introduction to Corporate Finance |  |  |
| **305** | Prerequisites: **None** |  |  |
| This course provides an introduction to the theory, the methods, and the concerns of corporate finance. The main topics include: 1) the time value of money and capital budgeting techniques; 2) uncertainty and the trade-off between risk and return; 3) security market efficiency; 4) optimal capital structure, and 5) dividend policy decisions. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: FIN430, BUS308B |

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| **IBS** | International Business Management |  |  |
| **301** | Prerequisites: **BUS110** |  |  |
| This introductory course provides an overview of conducting international business, with an emphasis on what makes international business different from domestic business. The course will explore the impact of social and political systems and the institutional environment within countries on the conduct of international business. The course will clarify how functional activities are conducted at the international level, and how the dynamic interface between host countries and firms is managed. Students will gain insights into the various alternatives for global business and their managerial implications. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **INF** | Management Information Systems |  |  |
| **304B** | Prerequisites: **INF101B** |  |  |
| This course provides the background necessary to make decisions about computer-based information systems. It focuses on understanding computer technology, systems analysis and design, and control of information processing by managers and generally about the different aspects of information systems.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for: None |

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| **MKT** | Principles of Marketing |  |  |
| **200B** | Prerequisites: **None** |  |  |
| This course provides from the management point of view, marketing as a system for the satisfaction of human wants and a catalyst of business activity. It examines different perspectives from producer to consumer and emphasizes the planning required for the efficient use of marketing tools in the development and expansion of markets. It concentrates on the principles, functions, and tools of marketing, including quantitative methods.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Core Course |
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| This course is a prerequisite for:MKT311 |

**BBA Specialization Courses– Finance**

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| **FIN** | Financial Markets and Institutions |  |  |
| **407** | Prerequisites: **None** |  |  |
| This course examines the various financial markets that play a crucial role in helping individuals, corporations, and governments obtain financing and invest in financial assets such as stocks, bonds, mortgages, and derivatives. It includes the study of financial institutions that facilitate management of financial market transactions. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **FIN** | Mergers and Acquisitions |  |  |
| **412B** | Prerequisites: **None** |  |  |
| This course is about mergers and acquisitions. Students will be equipped with conceptual and analytical tools needed for mergers and acquisitions. Classroom case discussions and conceptual material will cover a wide range of countries from American, Europe and Asia. Mergers and friendly acquisitions, hostile takeovers and initial public offering will be studied. This course studies the factors of a successful merger or acquisition. Issues about motive and strategy will be discussed, financial theory, social responsibility, and corporate valuation would be used to view these control acquiring transactions. Students will learn to develop a concept and translate that idea into a proposal through deal design; and to analyze to form opinions about proposed deals. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **FIN** | International Corporate Finance |  |  |
| **415** | Prerequisites: **None** |  |  |
| This course provides an introduction to corporate finance problems in an international environment. Students will learn corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **FIN** | Investment Analysis |  |  |
| **420** | Prerequisites: **None** |  |  |
| This course focuses on the concepts of portfolio analysis in the general area of institutional investment management. The course discusses principles for managing investment assets that include equity and fixed-income securities. These principles can be used on corporate investment management, bank-administered trusts, and other institutional investment management. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **FIN** | Financial Derivatives |  |  |
| **430** | Prerequisites: **FIN305** |  |  |
| This course introduces students to valuation methods of options, futures, and related financial contracts, including futures contracts; strategies with respect to these assets; dynamic asset allocation strategies, swaps; and the use of derivatives in the context of corporate applications. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **FIN** | Special Topics in Finance |  |  |
| **475** | Prerequisites: **None** |  |  |
| Students will be extensively introduced to one of the topics in Finance. The particular topic will be selected based on student interests and availability of resources at school. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **ACC** | Managerial Accounting  |  |  |
| **203** | Prerequisites: **None** |  |  |
| This course is expected to immediately follow Financial Accounting and students will learn to apply their knowledge of Financial Accounting to reformulate accounting information that can be used for decision making within the organization. The course will deal with preparation of Cash Flow Statements, issues with the inventory accounting cycle and accounting for indirect expenses. Students will learn traditional methodologies as well as activity based methods. Students will also learn about budgeting, break-even analysis, Performa financials and cost control. The course will then introduce different methodologies to making decisions within organizations and cover capital budgeting as well as the balanced scorecard.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **FIN** | Financial Math and Modeling |  |  |
| **405** | Prerequisites: **None** |  |  |
| The course aims to equip students on how to effectively use Microsoft Excel and its built-in programming language, Visual Basic for Application (VBA), to build financial models. The course will examine financial mathematics, equity, fixed-income, option and portfolio optimization problems. The course is a combination of both lectures and lab session. By the end of the course, students should be able to understand the concepts in model building and its structure, build financial models using Excel, and understand financial instruments: fixed-income, equity and option securities. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **FIN** | Commercial Banking |  |  |
| **308B** | Prerequisites: **None** |  |  |
| Any financial institution which receives, collects, pays, transfers, exchanges, lends, invests, or maintains money for its customers is labeled as a Bank. This course will be providing an introductory overview of banking activities, regulations and management issues. Agency and asymmetry issues in the banking context would also be discussed. It helps students comprehend contemporary central banking and different financial features of commercial and investment banks. They also learn about the recent developments in developed, emerging and transition banking and financial systems in detail. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

**BBA Specialization Courses– Marketing**

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| **MKT** | Marketing Strategy |  |  |
| **311** | Prerequisites: **MKT200B** |  |  |
| The marketing strategy forms the core of all marketing decisions in the organizations. The unit explains how the decision variables (Product, Price, Place and Promotion) interact with one another to add desired customer value and propositions. The unit also explains the marketing strategies for Asian and global market.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MKT** | Consumer Behavior |  |  |
| **401C** | Prerequisites: **None** |  |  |
| The consumer decision making process is unique and is driven by the culture, perception and society. The course presents a comprehensive, systematic, and practical approach for understanding the consumers and society. The course explains how the behavior of individual consumers and consumer groups influence the success of marketing and strategy and marketing programs. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MKT** | Brand Management |  |  |
| **403** | Prerequisites: **None** |  |  |
| The course explains how brands are managed and employed as strategic assets. It covers the management of brand loyalty, brand extensions, extended product lines and assessment of brand strength and equity. Brand development and brand lifecycle strategies are also discussed. The course uses real life cases to familiarize students with the issues and challenges faced by Asian and global brands. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MKT** | Marketing Research |  |  |
| **408B** | Prerequisites: **None** |  |  |
| The course provides the students marketing research knowledge and skills with managerial perspectives. The course covers identification of research problems, analysis and reporting. It also enables the students to apply qualitative and quantitative research techniques in various decision making and problem solving situations. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |
| **MKT** | Marketing Communications |  |  |
| **415** | Prerequisites: **None** |  |  |
| The effective and efficient use of marketing communication tools and techniques are requisite to achieve the desired marketing development. The course introduces marketing communication components (advertising, direct marketing, sales promotions, public relations, and personal selling) and explains how it influences marketing development. The course also elucidates the strategic implementation process of integrated marketing communications with the special attention to ethics and social responsibility. It provides a knowledge base with global perspective and Asian thoughts. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MKT** | Special Topics in Marketing |  |  |
| **475** | Prerequisites: **None** |  |  |
| This course will explore in-depth a current topic in the marketing field. The topic will be based on student interest and availability of school resources. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MKT** | E-Marketing |  |  |
| **425** | Prerequisites: **None** |  |  |
| This course aims to prepare students to excel in the electronic market place in critically understanding the Internet, its origins, historical perspective and Internet industry infrastructure. The course will also prepare students to evaluate and appraise Internet as a complimentary marketing tool for traditional marketing, and equip them to develop and evaluate Web strategies for marketing as well as gain general knowledge of topics pertinent to interactive technologies and their application to marketing strategy. Students will be able to critically evaluate and select techniques in both on-line and off-line to promote a web site, and develop/refine problem solving skills appropriate for domains characterized by rapidly evolving technologies, minimal levels of extant regulatory policy, and the combination of characteristics of traditional marketing media. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MKT** | Service Marketing |  |  |
| **418C** | Prerequisites: **None** |  |  |
| The world economy is increasingly dominated by services. In the U.S. approximately 75% of the labor force, 70% of the GNP, 45% of an average family’s budget, and 32% of exports are accounted for by services. Overall purpose of this course is to introduce students to the marketing techniques that are applicable to the services sector. The coverage includes characteristics of services, analytical models for service organizations, managing service experience, consumer behavior, and services development. This course is designed to help students understand the unique characteristics of services, the marketing challenges created by these characteristics, and effective ways to address these challenges. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

**BBA Specialization Courses–Management**

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| **MIB** | Global Leadership |  |  |
| **302C** | Prerequisites: **None** |  |  |
| An effective leader in today’s workplace needs to be visionary, inspiring, dynamic, a good team player and an effective change agent. It is essential for a manager to understand what it takes to be an effective leader, and cultivate the attitudes and behaviors needed for leadership. This course has two objectives: (a) to clarify classical and contemporary approaches to leadership, the meaning of effective leadership, and leadership styles, and (b) to give the students tools that will help them develop their leadership skills. The course will mix class discussions with experiential exercises and other practice-oriented sessions to meet the objectives. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **BUS** | Human Resource Management |  |  |
| **410B** | Prerequisites: **None** |  |  |
| The Human Resources Management course provides an overview of the fundamentals of human resource management and the importance and impact of human resource management on an organization. The course will focus on the following major areas: strategic human resource management, planning human resources, selecting human resources, placing, developing and evaluating human resources, rewarding human resources, maintaining high performance and evaluating human resources strategies. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |
| **BUS** | Managing Diversity in the Workplace |  |  |
| **415B** | Prerequisites: **None** |  |  |
| Diversity of people is the pervasive feature of today’s workplace. Gender, ethnicity, national, religious and cultural diversity are but some aspects of diversity that organizations need to deal with in an increasingly globalized workplace. Many organizations continue to learn how to manage this diversity while integrating people, and facilitating a collaborative and productive work environment. This course will examine the nature of diversity in organizations, and implications for management in the future. The course will also explore management challenges and issues arising from diversity, existing frameworks and solutions to deal with these challenges and emerging trends. Students will acquire fundamental conceptual knowledge required for diversity management, and practical solutions to effectively function in a diverse workplace and manage the workforce. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MIB** | Global Strategic Management |  |  |
| **408C** | Prerequisites: **None** |  |  |
| This course introduces students to the fundamental concepts, analytical tools, and frameworks related to the challenges of globalization and international strategy. Gain insight and perspective about globalization and its consequences for national economies, politics, and international business. Explore and analyze elements of the international political economy that impact international business design and adaptively configure a firm’s international strategy in a dynamic global environment. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MIB** | Global Supply Chain Management |  |  |
| **415B** | Prerequisites: **BUS325B** |  |  |
| Supply chain management is one of the key ingredients of firm success in the global economy. The fate of firms in several industries hinges on efficient and effective supply chain management. This course will focus on the management of global supply chains, such as manufacturer-retailer, and supplier-manufacturer systems. The course objectives are to learn recent best practices in global supply chain management, and to develop skills in solving specific types of logistics and supply chain problems. The course is also intended to improve students’ ability to deal with unstructured dynamic problems encountered in logistics and supply chain management. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MIB** | Special Topics in Global Business |  |  |
| **475B** | Prerequisites: **None** |  |  |
| Students will be extensively introduced to one of the topics in global business. The particular topic will be selected based on student interests and availability of resources at school. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **ASM** | Asian Marketing |  |  |
| **411B** | Prerequisites: **None** |  |  |
| This course teaches students about what constitutes modern marketing in Asia in the dynamic commercial environment In this course, students will learn how to develop marketing plans, how to understand the major environmental factors in our changing marketing environment, and how to use a framework for including ethical and social responsibility considerations in marketing decisions. At the end of the course, students will have a better understanding of how to capture marketing insights and performance, connect with customers, build strong brands, shape marketing offerings, deliver and communicate value, and create successful long-term growth. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **BUS** | Business Law |  |  |
| **405** | Prerequisites: **None** |  |  |
| This course follows a primarily Socratic instruction model provided in classic US/UK legal study programs to teach students to ‘think like a lawyer.’ Students actively participate in legal studies designed to enhance business skills such as analytical thinking, written communication, oral presentation, debate, conflict resolution, and team work problem-solving. This course examines how key areas of business law, including contracts, sales, and business organizations, influence the structure of domestic and international business relationships. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

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| **MIB** | E-Business Management |  |  |
| **320** | Prerequisites: **None** |  |  |
| This course will explore managerial principles applied to organizations that conduct businesses via the internet. In particular, the course will touch on economic and social implications of E-Business technologies. It will also cover the basic managerial functions (i.e., strategy, marketing, accounting, logistics, finance and ethics) when doing E-Business. The course will also briefly touch upon technologies required to conduct e-business, different models of e-business, methods of e-payment and security threats, etc. Therefore, this course will help students better understand business practices via the internet. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Specialization; Elective |
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| This course is a prerequisite for: None |

**BBA Free Electives**

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| **ACC** | Intermediate Accounting |  |  |
| **310** | Prerequisites: **ACC201B** |  |  |
| This presents a user/decision making approach to intermediate accounting. This course combines the necessary coverage of GAAP with practical applications of theory to show how a business actually operates. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ART** | Creative Work: Drama |  |  |
| **401A** | Prerequisites: **None** |  |  |
| This is a general education course offered to students who are interested in building and or enhancing the soft skills employers look for in an employee. The activities, methods and techniques that will be used in this course, will ultimately challenge the student to become more in tune with him/herself and accepting of others. Through group and pair work, students will create skits and scenes appropriate for the age, gender, culture and interests of various audiences. Through analyzing, rehearsing and presenting scripts, individual prejudices, fears, values and assumptions will be put to the test.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ART** | Creative Work: Music |  |  |
| **401B** | Prerequisites: **None** |  |  |
| This course is aimed at non-music majors. Emphasis is placed upon the basic elements of music and learning to listen to large-scale works, stylistic differences between composers and historical changes through the various genres of music. Students will also learn about the techniques involved in composition and the creative process.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Planning Startup Businesses |  |  |
| **101** | Prerequisites: **None** |  |  |
| This course is designed to provide information and guidance to help students develop small business ideas that can be launched in the following semester. This course will also help deal with key issues that are going to be fundamental to the performance and success of students’ businesses. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |
| **BUS** | Launching Startup Businesses |  |  |
| **201** | Prerequisites: **None** |  |  |
| This course is designed to help students develop business ideas in more detail. This course will discuss more of the execution issues. The main purpose of this course is to help students so that they can implement their business ideas after the semester. | **Credit Hours:** | 3 |
| **Course Delivery:** | Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Business Leadership Development 1 |  |  |
| **241** | Prerequisites: **None** |  |  |
| This course will cultivate students to become to know how to deal with cross-functional responsibilities of company leadership. Students will gain an integrated view of the fundamentals of management and will learn how to excel in decision making, execution, and leadership. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Career Development 1 |  |  |
| **242** | Prerequisites: **None** |  |  |
| This course offers opportunities to learn from experts on the career readiness. The academic emphasis is on the development of career-related personal traits, and strategies to identify internships that align with students’ personal interests, values, and skills. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Advanced Career Development 1 |  |  |
| **243** | Prerequisites: **None** |  |  |
| This course will cultivate students to become to know how to deal with cross-functional responsibilities of company leadership. Students will gain an integrated view of the fundamentals of management and will learn how to excel in decision making, execution, and leadership at more extended degrees. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Business Law and Ethics |  |  |
| **314C** | Prerequisites: **None** |  |  |
| This course examines how key areas of business law, including contracts, torts, and business organizations, influence the structure of domestic and international business relationships. The following specifics will be covered: Sources of Law, International Business Strategies, International Commercial Disputes, National and International Trade Regulation, International Contract Law, and International Law on the Sales of Goods.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Advanced Decision Models  |  |  |
| **316B** | Prerequisites: **BUS208C** |  |  |
| This course explores skills and techniques that help students become effective decision makers. The course introduces a number of modeling concepts that are used in the area of decision science, management science and such and how these concepts can be used to model and effectively help to solve a wide range of business problems. Through examples, class discussion, case studies and computer workshops, students become familiar with the concepts, the solution approaches, their limitations and underlying assumptions, and practical use. Use of some Excel-based decision support tools to analyze business problems is also taught.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Career Preparation |  |  |
| **331** | Prerequisites: **None** |  |  |
| This course is designed primarily for junior or senior students to introduce the fundamentals of planning and organizing job search strategies. Emphasis is placed on identification of individual goals, exploration of career options, effective use of employment search tools (e.g., resumes, cover letters, interviewing, and networking). | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Business Leadership Development 2 |  |  |
| **341** | Prerequisites: **None** |  |  |
| This course will cultivate students to become to know how to deal with cross-functional responsibilities of company leadership. Students will gain an integrated view of the fundamentals of management and will learn how to excel in decision making, execution, and leadership. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |
| **BUS** | Career Development 2 |  |  |
| **342** | Prerequisites: **None** |  |  |
| This course offers opportunities to learn from experts on the career readiness. The academic emphasis is on the development of career-related personal traits, and strategies to identify internships that align with students’ personal interests, values, and skills. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Advanced Career Development 2 |  |  |
| **343** | Prerequisites: **None** |  |  |
| This course will cultivate students to become to know how to deal with cross-functional responsibilities of company leadership. Students will gain an integrated view of the fundamentals of management and will learn how to excel in decision making, execution, and leadership at more extended degrees. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **CHE** | Introduction to Chemistry |  |  |
| **101B** | Prerequisites: **None** |  |  |
| Students gain “hands on” experience with the topics which are relevant to non-science majors, such as pollution, acid rain, silicon IC processing, electrochemistry, food processing, water analysis, chemical reactions, factors affecting the rate of reactions, etc.  | **Credit Hours:** | 4 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Foundations of Business Interactions 1 |  |  |
| **111** | Prerequisites: **None** |  |  |
| This course is a practical, contemporary, and challenging communications course with a strong international business theme. It is designed for those students wishing to build a foundation of cross-cultural English communication. The emphasis of the course is on clear, effective communication within small group scenarios. Course content is divided between the soft skills of peer to peer communication and the hard skill of basic business terms and concepts. This is the level 1 course, students with strong communicative ability should consider ENG 121. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |
| **ENG** | Practical Applications of Written Communication 1 |  |  |
| **112** | Prerequisites: **None** |  |  |
| This course is an introduction to basic academic writing. The course is designed to take students from the fundamentals of paragraph writing to the final assignment of a complete academic essay. Clarity and accuracy at the sentence level is emphasized. Students with no prior instructions in English academic writing are highly encouraged to take this course. This is level 1 course, students confident in their basic essay writing ability should consider taking ENG 122. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Principles of Content Acquisition and Utilization 1 |  |  |
| **113** | Prerequisites: **None** |  |  |
| This course is a practical, preparatory reading course. It is designed for those students wishing to build a reading skill foundation in English. The emphasis of the course is on understanding vocabulary through context, punctuation, and key word indicators. Course content is divided between speaking on a variety of subjects and building a strong reading skill foundation. This is the level 1 course, students with a foundation in reading should consider taking ENG123. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Principles of Aural Content Acquisition and Retention |  |  |
| **114** | Prerequisites: **None** |  |  |
| Students in this class will be focused on the acquisition and development of aural and visual content recognition skills such as listening comprehension, retention, and accurate reporting. This is a practical class with both general academic and business applications relating to attending lectures, presentations, demonstrations, meetings, and seminars. This course is an introduction to listening comprehension and evaluation practices necessary for the international student or business person. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Practical Applications of Verbal Communication |  |  |
| **115** | Prerequisites: **None** |  |  |
| This course is an introduction to methods of verbal communication and the ways to maximize communicative ability within those methods for best effect. This is practical class requiring much practice and skill development. This course is designed for those who wish to acquire speaking and presenting skills for business and academic pursuits. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Foundations of Business Interactions 2 |  |  |
| **121** | Prerequisites: **None** |  |  |
| This course is a practical, contemporary, and challenging communications course with a strong international business theme. It is designed for those students wishing to build a foundation of cross-cultural English communication. The emphasis of the course is on clear, effective communication within small group scenarios. Course content is divided between the soft skills of peer to peer communication and the hard skill of basic business terms and concepts. This is the level 2 course, students unsure of their English speaking ability should consider ENG 111. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Practical Applications of Written Communication 2 |  |  |
| **122** | Prerequisites: **None** |  |  |
| This course is an introduction to western academic essay and report writing. The course is designed to take students from the fundamentals of essay writing to the final project of a research paper. Concepts such as clarity, organization, and critical thinking are highly emphasized. Students seeking to better prepare for writing tasks within both the university and in the work place are urged to take this course. This is the level 2 course, students unsure of their basic writing ability should consider ENG112. This course can be taken in preparation for COM 114. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Principles of Content Acquisition and Utilization 2 |  |  |
| **123** | Prerequisites: **None** |  |  |
| This course is a practical and challenging reading course. It is designed for those students wishing to improve their reading skills in English. The emphasis of the course is on understanding vocabulary through context, punctuation, and key word indicators. The course builds vocabulary through the understanding of prefixes and suffixes. Students are taught how to take notes from reading that will produce better recall later. Course content is divided between speaking on a variety of subjects and providing solid reading skills for the future. This is level 2 course, students unsure of their English reading ability should consider ENG113. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENG** | Honors English Composition I |  |  |
| **150** | Prerequisites: **None** |  |  |
| This course is designed for students who demonstrate advanced competence in written English. During the course students will develop skills in analytical reading, critical thinking and expository writing. Students will produce a number of short essays utilizing research, revising and editing skills.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: ENG151 |
| **ENG** | Honors English Composition II |  |  |
| **151** | Prerequisites: **ENG150** |  |  |
| This course is a continuation of Honors English Composition II. This course continues to give more advanced students the opportunity to write in English on different topics and to hone their ability to write effectively. Where Honors English I focuses on developing facility with short essays, this course will focus more on developing longer research papers from the beginning draft to the final submission.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **ENT** | Business Plan Development |  |  |
| **435** | Prerequisites: **None** |  |  |
| Students will participate in a Business plan development workshop at the beginning of the semester. Following the workshop, students will work in teams over several weeks, under the guidance of a faculty member to develop a workable business plan for a business of their choice. The plans will be evaluated for their creativity, rigor and professionalism towards the end of the semester. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **GEN** | Speech and Debate |  |  |
| **121** | Prerequisites: **None** |  |  |
| Speech and Debate aims to develop students’ skills and confidence in the areas of public speaking, research, and debate by honing the use of debating skills in analyzing various social, political, and economic issues. The course will cover argumentation, refutation, case construction, adjudication, advanced debating strategies, and fundamentals of effective public speaking. This course is highly recommended for students who wish to compete with the SolBridge Debate Society but is open to all students who wish to learn the relevant skills. Students in this class will be prepared for successful competition in local, national, and international competitions. Though students in the class may choose not to compete in tournaments, they will still participate in in-class debates, in-school competitions, and all other activities required of students preparing for tournaments. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **GEN** | Sports Elective I |  |  |
| **135** | Prerequisites: **None** |  |  |
| In this course, a variety of popular fitness activities including active sports will be explored for the acquisition of basic skills in at least one sport of the student’s choice. | **Credit Hours:** | 1 |
| **Course Delivery:** | Gymnasium |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **GEN** | Fitness and Active Lifestyle |  |  |
| **231** | Prerequisites: **None** |  |  |
| This required course is designed to provide students with opportunities to develop knowledge, skills and necessary attitudes for a lifetime of personal fitness and activity. This class is conceptually based and promotes the development and maintenance of personal fitness and problem solving throughout life. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Gymnasium |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **GEN** | Sports Elective II |  |  |
| **236** | Prerequisites: **None** |  |  |
| This course is designed for students who want to develop skills and abilities in a popular sport. Focus will be on building skills training, cardio-vascular testing, plyometric, and correct game play drill in a slow to intermediate setting. | **Credit Hours:** | 2 |
| **Course Delivery:** | Gymnasium |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |
| **HIS** | Highlights in Asian History |  |  |
| **100** | Prerequisites: **None** |  |  |
| A survey of the histories of Korea, China and Japan that puts emphasis on the process of modernization in each nation and its implications for the future. The course will cover the struggle address the challenge of the West, the concept of the state, the formation of the modern economy and the prospects for the future in Korea, China and Japan in a comparative context. No previous knowledge of Asian history is required. Period covered: 1850-present. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **HIS** | Asian Politics from the Regional Point of View |  |  |
| **108C** | Prerequisites: **None** |  |  |
| The purpose of this course is to follow the political situation among the states of Northeast Asia. The political situation of Northeast Asia reflects the interaction of Korea with China, Japan, Russia, the United States, North Korea, Mongolia and Taiwan. The economic situation normally reflects directly on the current the political situation, and thus is very important to students of economics and business in East Asia. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **HIS** | Survey of US History |  |  |
| **160** | Prerequisites: **None** |  |  |
| The objective of the course is to give the student a broad overview yet competent understanding of American history. The importance of understanding American history is keen in gaining your own appreciation of democracy and a realization that it was not given to the people of America, but was the result of the interplay of many factors eventually leading to the democracy we have come to know as American democracy.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **IMM** | Personal Development |  |  |
| **202C** | Prerequisites: **None** |  |  |
| This course examines personal development by exploring a wide variety of ways in which to change, grow, and achieve one’s creative potential.  The focus is on the discovery of self and the authentic search for meaning in one’s own life. The class advances a multi-faceted approach to personal development combining theory, personal experience, and self-reflection. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **IMM** | Knowledge Workshop |  |  |
| **206B** | Prerequisites: **None** |  |  |
| This is a hands-on workshop in knowledge search and retrieval, conducted during the first year of the program. In this workshop, students will learn how to search, locate and retrieve information and knowledge that they need as working professionals. The workshop will consist of training sessions followed by intensive practice sessions so that students become adept using digital and non-digital resources and techniques for knowledge gathering and synthesis. Students will also learn about the ethical issues surrounding intellectual property with particular reference to plagiarism, citation and intellectual honesty. This course is graded on a pass/fail basis. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **IMM** | Thought Leader Workshop |  |  |
| **207** | Prerequisites: **None** |  |  |
| Leadership is frequently thought of in terms of our ability to understand and direct our external environment — people, organizations and events. Thought Leadership takes the view that to succeed in professional life we need to develop another dimension of leadership consisting of our ability to understand and direct our internal environment — our mindsets, emotions and motivations. Some of the most crucial skills in life have to do with how well we can manage this internal environment under ever-changing external circumstances. To rebound from setbacks to execute our roles with renewed enthusiasm. Day-to-day priorities and activities align with the core values and goals. To stay calm and focused in the face of intense work pressure. Effectively eliminating feelings of anger or anxiety that grip us from time to time. Cultivate a winner’s mindset that will allow us to perform at our optimum all the time. Successfully execute an innovative program in our lives. | **Credit Hours:** | 2 |
| **Course Delivery:** | Classroom;Field |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **MAT** | Honors Mathematics I |  |  |
| **150** | Prerequisites: **None** |  |  |
| This course is designed to introduce advanced algebra, calculus and geometry to students who do not have the background in elementary mathematics. The course is intended to teach students applied mathematics and covers selected topics from differential and integral calculus which have wide applications for quantitative analysis of business systems as well as fundamentals of modern science and technology. | **Credit Hours:** | 4 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: BUS208C, MAT151 |

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| **MAT** | Honors Mathematics II |  |  |
| **151** | Prerequisites: **MAT150** |  |  |
| This course is intended to teach students selected topics from differential equations, sequences and infinite series, vector analysis, and linear algebra which have wide applications for quantitative analysis of business systems as well as fundamentals of modern science and technology.  | **Credit Hours:** | 4 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **PHY** | Introduction to Physics |  |  |
| **101B** | Prerequisites: **None** |  |  |
| Students gain “hands on” experience with the topics which are relevant to non-science majors, such as pollution, solar energy, heat transfer, electromagnetism, materials science, fluid dynamics, etc.  | **Credit Hours:** | 4 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **PSY** | Introduction to Psychology |  |  |
| **201B** | Prerequisites: **None** |  |  |
| This is a general survey course designed to provide the student with an understanding of the basic concepts and techniques of modern psychology as a behavioral science.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **SOC** | Introduction to Sociology |  |  |
| **201B** | Prerequisites: **None** |  |  |
| This course will introduce the students to the study of humankind’s most important creation-- the social group. In this course, students will examine the various skills and techniques that sociologists employ when studying groups of people. They will then examine a wide variety of groups and the behaviors that characterize them. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **GEN** | Business Negotiation |  |  |
| **206** | Prerequisites: **None** |  |  |
| Business Negotiation is a course developed around the Harvard Negotiation Model, which centers the concept of “principled negotiation.” | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Strategic Creativity for Innovation |  |  |
| **345** | Prerequisites: **None** |  |  |
| This course will introduce students to concepts of strategic creativity for innovation. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Industrial Field Study |  |  |
| **303** | Prerequisites: **None** |  |  |
| This course focuses on developing our students’ Global Perspective and Asian Expertise. Students will be equipped with specific and in-depth knowledge of the socio-cultural contexts, business practices and legal-political environments of selected Asian countries in the Global environment. Students will also learn the application of this knowledge to practical management situations in the selected countries. The course will focus on three major companies in Korea.  | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **KOR** | Easy Korean |  |  |
| **051** | Prerequisites: **None** |  |  |
| This course teaches students basic Korean language skills and is designed for exchange and/or study abroad students who will be studying at SolBridge for one or two semesters. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **GEN** | Sex Gender and Culture |  |  |
| **160** | Prerequisites: **None** |  |  |
| This course includes the study of communication, gender and culture, theoretical approaches to gender development, women’s and men’s movements, gendered verbal communication, gendered education, gendered organizational communication, gendered media, and gendered power and violence among other topics. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Startup Business Practice |  |  |
| **202** | Prerequisites: **None** |  |  |
| This course is designed for operating a business. In BUS 101, students are trained on how to plan businesses. In BUS 201, students learning selling through prototyping methods. In this course, students learn how to sell real products/services to real people for real money. The purpose of the course is to operate entrepreneurial businesses. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

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| **BUS** | Advanced Business Negotiations |  |  |
| **306** | Prerequisites: **Business Negotiation** |  |  |
| The ability to negotiate with existing and potential partners, competitors, customers, and any other counterparts is essential for success in the business world. In doing so, in order to attain the best outcomes while promoting good relationships, negotiators should use a systematic approach of principled negotiation, based on the Harvard negotiation model. Advanced Business Negotiation applies principled negotiation to more complex situations, such as when counterparts to negotiation exhibit difficult behavior, when there are more complex facts involved, and when there are multiple parties involved in negotiation. Though this course, students who have already taken the pre-requisite course of Business Negotiation will have the opportunity to further practice and become more adept at applying the methodology of principled negotiation in a variety of circumstances. | **Credit Hours:** | 3 |
| **Course Delivery:** | Classroom |
| **Group:** | Free Electives |
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| This course is a prerequisite for: None |

**Foreign Languages**

Foreign Language courses in Chinese and Korean are offered by SolBridge. The full list of courses will be available to students when they enroll at SolBridge, and they have to complete twenty-one (21) credits in any one language. The foreign language curriculum is designed to make the student proficient in a language for formal business conduct and informal interactions.