

# SolBridge International School of Business

## Master of Business Administration (MBA) 2017 Curriculum

### Introduction

The SolBridge Master of Business Administration (MBA) program prepares Asian-Thought leaders of the future. The MBA curriculum is designed to fulfill this mission by combining the best elements of business education from around the world with a thorough grounding in Asian business knowledge. The curriculum is structured to provide a unique blend of strong conceptual foundations and practical skills. The curriculum allows the student to become a well-rounded team player with cross-cultural competencies and a global perspective. The emphasis is on both soft skills and analytical skills needed for a successful managerial career. There are three parts to the curriculum: core, specialization, and optional Korean language skills.

The core part of the curriculum imparts essential business knowledge, and specialization electives allow students to gain in-depth knowledge in an area of their choice. SolBridge also provides the opportunity to students to acquire some foreign language skills to prepare them for entry into a globalized yet diverse world.

This document describes the structure of the SolBridge MBA program, curricular requirements for graduation and courses offered in the core and specialization areas.

### Program Structure

Students are required to complete a total of forty-eight credit hours, comprising sixteen (16) courses in order to graduate. Of these, ten (10) courses are core business courses, and six (6) courses are electives. Students can specialize in one of the specialization areas by choosing three (3) electives from that area, and they are free to choose the remaining three (3) courses from any area or from a list of free electives.

Students who wish to pursue a general MBA may choose six (6) courses from any area(s) of their choice.

Students normally take four full semesters to graduate from the program. Students have the option of graduating in three semesters plus three winter/summer intersessions over sixteen months. Students wishing to take this option must take courses that are offered in winter and summer intersessions.

# CURRICULUM

Students can identify the courses they need to take as requirements from the tables here. They can also identify their Specialization interests, and free electives of interest. The overall program structure is followed by tables identifying the contents of each curriculum component.

Students are strongly advised to read course descriptions, identify pre-requisites and plan the sequence of their progress through the program. They may consult their mentors and faculty members 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.

## PROGRAM STRUCTURE

Curricular Component	Number of Required Credits	Remarks
1. Core	30 Credits	<ol style="list-style-type: none"> <li>1. Students are required to take Managerial Skills, Marketing Management, Financial Accounting, Management Information Systems, Financial Management, Operation Management, Ethics, CSR and Sustainability in Global Business, and Business Economics in the first year.</li> <li>2. Students are required to take Asian Case Workshop and Strategic Management in the second year.</li> </ol>
2. Specialization	9 Credits	<ol style="list-style-type: none"> <li>1. Students opting to specialize in an area should take these 9 credits from one of the three specialization areas in the second year.</li> <li>2. Students opting for a General MBA may take these 9 credits from any specialization area or the list of four electives in the second year.</li> </ol>
3. Free Electives	9 Credits	<ol style="list-style-type: none"> <li>1. May be taken from any one of the three specialization areas or the list of free electives in the second year.</li> </ol>
<b>Total</b>	<b>48 Credits</b>	

Core Curriculum					
Required Credits: 30					
First Year					
Code	Course Title	Credit	Code	Course Title	Credit
BUS503	Managerial Skills	3	BUS508	Operations Management	3
MKT500	Marketing Management	3	FIN501	Financial Management	3
BUS509	Business Economics	3	INF500	Management Information Systems	3
FIN500	Financial Accounting	3	BUS540	Ethics, CSR and Sustainability in Global Business	3
Second Year					
Code	Course Title	Credit	Code	Course Title	Credit
IMM505B	Asian Case Workshop	3	BUS611	Strategic Management*	3

Notes: \*capstone course

Specialization Areas and Electives					
Total required credits: 18					

Management					
Code	Course Title	Credit	Code	Course Title	Credit
MIB601	International Business	3	MIB613	Doing Business in China	3
MIB605B	Global Strategic Management	3	MIB616	Special Topics in International Business	3
MIB609	Global Value Chain Management	3	MIB620	Asian Management Practice	3

Finance					
Code	Course Title	Credit	Code	Course Title	Credit
FIN601	Investment Analysis	3	FIN613	Financial Markets and Institutions	3
FIN602	Mergers & Acquisitions	3	FIN619	Financial Derivatives	3
FIN609	Corporate Finance	3	FIN635	Special Topics in Finance	3

Marketing					
Code	Course Title	Credit	Code	Course Title	Credit
MKT602	Consumer Behavior and Decision Making	3	MKT616	International Marketing	3
MKT613	Marketing Strategy	3	MKT617	Marketing Research	3
MKT615	Marketing Communications and Advertising	3	MKT635	Special Topics in Marketing	3

**Free Electives**

<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Code</b>	<b>Course Title</b>	<b>Credit</b>
BUS504	Human Resource Management	3	BUS520	Thesis Seminar 1A*	3
BUS512	Korean Management Systems	3	BUS521	Thesis Seminar 1B*	3
BUS522	Japanese Business and Economics*	3	BUS620	Legal Environment of Business	3
BUS550	Research Method	3			

Notes: 1. \*For inbound transfer students participating in the 1+1 program

# COURSE DESCRIPTIONS

## MBA CORE COURSES

### **BUS** Managerial Skills

**503**

Prerequisites: **None**

This course introduces the student to the basic skills for managing people and organizations as well as how to understand different backgrounds of different people so that they can communicate each other. The course deals with motivation, individual and group decision-making, conflict, power and politics, leadership, job design, performance maintenance, organizational environment, organization structure and design, and emerging trends and challenges.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: None

### **BUS** Operations Management

**508**

Prerequisites: **None**

This course has two aims. Firstly, it familiarizes the students with the operations management discipline, i.e. major topics, terminology, methodologies and tools. Secondly, students will apply quantitative and statistical techniques for the solution of the challenges faced by the operations manager.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: MIB609, BUS611

### **BUS** Business Economics

**509**

Prerequisites: **None**

The objective of this course is to introduce the students to the basic concepts and principles of economics that have direct relevance to business. Aspects of both micro- and macro-economic theories are important in business, and so the course is equally divided between these two areas. The micro part focuses on topics such as demand, supply, and market equilibrium under various market structures, and government policies that can influence the market equilibrium. The macro part will explain how aggregate income and employment in the economy are determined, how fiscal and monetary policies affect income and employment, etc. At the end of the course, you should be able to read and interpret basic economic signals from the perspective of your business or occupation.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: None

**IMM Asian Case Workshop****505B**Prerequisites: **None**

Asian Case Workshop is intended for second year students. Students will participate in a case analysis workshop. Students will learn the method for analyzing business cases from a practical perspective. Students will learn how to approach various situations in business in a holistic manner and how to apply their conceptual knowledge for addressing practical business issues. The workshop will also deal with issues of communication and presentation skills. Students will work in teams and have the opportunity to develop the skills in this hands-on workshop. The teams' work will be evaluated for analysis, presentation and creativity. This course is graded on a pass/fail basis.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: None

**FIN Financial Accounting****500**Prerequisites: **None**

This course is the accumulation, analysis and presentation of a business enterprise's relevant financial data for creditors, investors, and other external decision makers.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: None

**FIN Financial Management****501**Prerequisites: **None**

This course is an introduction to business finance, corporate financial management and investments. Students gain an understanding of tools and frameworks necessary to analyze financial decisions based on principles of modern financial theory.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: FIN609, FIN619, FIN601, FIN602, BUS611

**INF Management Information Systems****500**Prerequisites: **None**

Information Technology (IT) has become a vital part of the operations and management of organizations of every kind and size. Increasingly, the successful manager is the one who knows how to take advantage of this situation by deploying IT in the most effective manner. This course covers the general structure of Information Technology applications and their use. It also delves into the different kinds of information systems that managers are likely to encounter and investigates how to make best use of these systems.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Core Course</b>

This course is a prerequisite for: None

**MKT Marketing Management****500**Prerequisites: **None**

The course introduces marketing management theories and concepts involving in the analysis of marketing environment, planning and implementation of marketing programs (product, price, place and promotion) and marketing strategies to attract, satisfy, and retain customers. The course enables students to develop marketing strategies and framework with moral, socially responsible and ethical consideration.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: MKT602, MKT615, MKT617, MKT613, BUS611

**BUS Ethics, CSR and Sustainability in Global Business****540**Prerequisites: **None**

This course is designed for MBA students to get familiar with emergent ethical, corporate social responsibility (CSR) and sustainability issues by the businesses and what are some common strategic and tactical managerial responses. This would not only help them think and look beyond traditional understanding of doing businesses but also equip them with knowledge of standards, norms, and tools to be better managers who are willing to work out win-win situations for stakeholders, public in general and the planet.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: None

**BUS Strategic Management****611**Prerequisites: **BUS508, FIN501, MKT500**

Firms gain competitive advantage through superior strategies. This course provides the foundation for the creation of business and corporate strategies for competitive advantage. Students will learn industry and environmental analysis, and the frameworks and tools needed to devise the firm's strategy. The course integrates the core knowledge from functional disciplines for the formulation of firm strategy.

<b>Credit Hours:</b>	<b>3</b>
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<b>Course Delivery:</b>	<b>Classroom</b>
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<b>Group:</b>	<b>Core Course</b>
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This course is a prerequisite for: None

## MBA SPECIALIZATION COURSES – MANAGEMENT

### MIB International Business

601

Prerequisites: **None**

The course provides an overview of the means of conducting international business. The course will explore the effects of social, political and economic systems across the globe on the conduct of international business. The course also deals with theoretical frameworks explaining international business, the emergence of institutions and trading blocs, and their impact on international business. Students will learn the basics of conducting functional activities in the context of international business.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### MIB Global Strategic Management

605B

Prerequisites: **None**

This course will focus on the strategic management in the global markets. It will examine the strategies adopted by firms in response to environmental differences and the success of these strategies. Firms gain global competitive advantage through superior strategies. This course provides the advanced knowledge for the creation of business and corporate strategies for competitive advantage in the global markets. Students will learn industry and environmental analysis, and the frameworks and tools needed to devise the firm's strategy. The course integrates the core knowledge from functional disciplines for the formulation of firm strategy in the global markets.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### MIB Global Value Chain Management

609

Prerequisites: **BUS508**

The course describes the different dimensions of global and regional manufacturing strategies. It examines the elements of global and regional value chain management. It illustrates how supplier networks function and explains how inventory management is a key dimension of the value chain. It presents alternatives for transporting products along the supply chain from suppliers to customers.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None



**MIB** **Doing Business in China****613**Prerequisites: **None**

The broad objective of this course is to introduce students to the contours of the Chinese economy and financial markets as well as to the nuances of business strategy to follow while doing business in China. In 2010, China has become the second largest economy in the world, and in 2009, she became the largest exporter. As China assumes a primal place in the global economy, businesses need to have a China-specific business strategy. Students will learn how organizations can strategize for China while adapting to China's special niche and circumstances.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MIB** **Special Topic In International Business****616**Prerequisites: **None**

This course provides the student with an understanding of various aspects of the International Business. Students will learn about management, business, marketing, and strategies in the international markets. Students will acquire in-depth knowledge about the management of the MNC, and the various concepts and analytical frameworks needed to manage the MNC for sustainable competitive advantage.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MIB** **Asian Management Practice****620**Prerequisites: **None**

Asia is not only the most dynamic region of the world today but also a region of great diversity. Managers ought to understand the diversity of management practices, and their cultural and institutional underpinnings across the major economies of Asia. This course will help managers understand core differences and similarities in management practices across China, India, Japan, Taiwan, Korea and the ASEAN block of nations. Students will also learn the appropriate management practices and behaviors in these major economic blocks of Asia so that they can adapt to the context.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

## MBA SPECIALIZATION COURSES – FINANCE

### FIN Investment Analysis

**601**

Prerequisites: **FIN501**

This course is to study 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. Students will learn the methods to establish appropriate investment objectives, develop optimal portfolio strategies, estimate risk-return tradeoffs, and evaluate investment performance.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Specialization

This course is a prerequisite for: None

### FIN Mergers & Acquisitions

**602**

Prerequisites: **FIN501**

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.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Specialization

This course is a prerequisite for: None

### FIN Corporate Finance

**609**

Prerequisites: **FIN501**

This course is about business finance. It is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. The approach is rigorous and analytical. Topics covered include discounted cash flow techniques; corporate capital budgeting and valuation, investment decisions under uncertainty, capital asset pricing, capital structure, cost of capital, dividend policy, options, and market efficiency.

<b>Credit Hours:</b>	3
<b>Course Delivery:</b>	Classroom
<b>Group:</b>	Specialization

This course is a prerequisite for: None

**FIN Financial Markets and Institutions****613**Prerequisites: **None**

This course studies today's financial system. It includes foundational topics on financial instruments, markets and institutions in the US, Europe and Asia, as well as contemporary issues and methods in financial risk management. Students would understand the role of and interdependence between, the different elements in the financial system.

**Credit Hours:** 3**Course Delivery:** Classroom**Group:** Specialization

This course is a prerequisite for: None

**FIN Financial Derivatives****619**Prerequisites: **FIN501**

Valuation methods of options, futures, and related financial contracts will be studied. The topics that will be covered include the valuation of futures contracts on stock indices, on commodities and Treasury instruments; the valuation of options; empirical evidence; strategies with respect to these assets; dynamic asset allocation strategies, of which portfolio insurance is an example; swaps; and the use of derivatives in the context of corporate applications.

**Credit Hours:** 3**Course Delivery:** Classroom**Group:** Specialization

This course is a prerequisite for: None

**FIN Special Topic In Finance****635**Prerequisites: **None**

This course provides the student with an understanding of various aspects of the Financial Management. Students will learn about up-to-dated information and skills in the financial market.

**Credit Hours:** 3**Course Delivery:** Classroom**Group:** Specialization

This course is a prerequisite for: None

## MBA SPECIALIZATION COURSES – MARKETING

### **MKT** Consumer Behavior and Decision Making

**602**

Prerequisites: **MKT500**

This course examines the concepts and principles of customer behavior with the goal of understanding how the consumer behavior influences decision making process. The core topics included are customer psychological processes (e.g., motivation, perception, attitudes, and decision-making) and their impact on marketing (e.g., segmentation, branding, and customer satisfaction) and decision making processes. The goal is to provide a set of approaches to consider while developing marketing strategies and marketing programs.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### **MKT** Marketing Strategy

**613**

Prerequisites: **MKT500**

The marketing strategy forms the core of all marketing decisions in the organizations. The course explains how the decision variables (Product, Price, Place and Promotion) interact with one another to achieve customer value. The course provides emphasis on consumer driven marketing concepts and discusses the marketing strategies focusing towards the achievement of consume driven marketing. The course is application oriented and the students will learn to apply marketing concepts for problem solving and case study situations.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

### **MKT** Marketing Communications and Advertising

**615**

Prerequisites: **MKT500**

This course examines the theory and techniques applicable to all the major marketing communication functions: advertising, direct marketing, sales promotions, public relations, and personal selling. It explains how the integrated marketing communications facilitate the marketing mix and marketing strategies. It provides a knowledge base that will allow students to develop integrated marketing communication strategies for marketing plan of organizations. The course provides a special emphasis on the advertisement strategies followed to promote the product and services in domestic and international markets.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Specialization

This course is a prerequisite for: None

**MKT** **International Marketing****616**Prerequisites: **None**

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance the skills in developing and implementing marketing strategies and decision making in international contexts. This course will provide practical experience in conducting research and evaluating opportunities existing in international markets, developing plans for exploiting those opportunities, and examine the risks facing business activities in those markets through implementation of marketing plans.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MKT** **Marketing Research****617**Prerequisites: **MKT500**

This unit provides a rigorous experience in market research methods and frameworks to guide when which technique is most useful. The course is aimed at individuals whose decision-making is enhanced through marketing research, which transforms “data” into “information.” The unit will introduce types of research, techniques of data collection, evaluation of alternative sources of information, methods for analyzing data and presenting the results.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

**MKT** **Special Topics in Marketing****635**Prerequisites: **None**

This course offers Investigation and discussion of a selected topic in marketing. One of the following five topics will be chosen for intensive study: (1) industrial marketing management, (2) advanced consumer behavior, (3) product policy, (4) financial aspects of marketing management, (5) marketing in the service sector, etc.

<b>Credit Hours:</b>	<b>3</b>
<b>Course Delivery:</b>	<b>Classroom</b>
<b>Group:</b>	<b>Specialization</b>

This course is a prerequisite for: None

## FREE ELECTIVES

### **BUS** Human Resource Management

**504**

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:** Free Electives

This course is a prerequisite for: None

### **BUS** Korean Management Systems

**512**

Prerequisites: **None**

The Korean economic system and institutions are highly regarded for their prudent stewardship of the economy towards a developed country status. Every manager who operates in or deals with Korea needs to appreciate the impact of the institutional environment on the conduct of business. This course is designed to equip the student with knowledge of the history, current role and significance of important Korean economic, financial, and social institutions. Students will also learn in-depth about the workings of the Korean economic and financial systems such as the central bank and stock markets, and how these are relevant to the conduct of business.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Free Electives

This course is a prerequisite for: None

### **BUS** Thesis Seminar 1A

**520**

Prerequisites: **None**

This course helps students develop their master thesis. The students will receive counseling in how to generate their research question and develop a project description. They will receive insights in the basic requirements and genre conventions for master theses in business.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Free Electives

This course is a prerequisite for: None

### **BUS** Thesis Seminar 1B

**521**

Prerequisites: **None**

This course helps students develop their master thesis. The students will receive counseling in how to generate their research question and develop a project description. They will receive insights in the basic requirements and genre conventions for master theses in business.

**Credit Hours:** 3

**Course Delivery:** Classroom

**Group:** Free Electives

This course is a prerequisite for: None

**BUS** Japanese Business and Economics**522** Prerequisites: **None**

Students can obtain fundamental knowledge on Japanese economy and Japanese firm systems. There will be discussions on the economic systems of Japan compared to those of Korea and other countries.

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**Credit Hours:** 3

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**Course Delivery:** Classroom

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**Group:** Free Electives

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This course is a prerequisite for: None

**BUS** Legal Environment of Business**620** Prerequisites: **None**

This course examines how key areas of business law, including contracts, sales, and business organizations, influence the structure of domestic and international business relationships. In this course, 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.

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**Credit Hours:** 3

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**Course Delivery:** Classroom

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**Group:** Free Electives

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This course is a prerequisite for: None

**BUS** Research Method**550** Prerequisites: **None**

This course is designed to provide students with an introduction to research methodological foundations and tools to study social science research. Students will be able to discover why people think and act as they do, and how important institutions act.

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**Credit Hours:** 3

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**Course Delivery:** Classroom

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**Group:** Free Electives

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This course is a prerequisite for: None