SolBridge International School of Business

Bachelor of Business Administration (BBA)
2018 Curriculum

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 three languages: Chinese, Japanese or Korean. Student can choose any one of the three 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.

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 seventeen (17) 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 four specializations in the SolBridge curriculum: Finance, Marketing, Management and Entrepreneurship.

Free Electives: Beyond the Specialization electives, students can choose thirty-six (35) 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, Chinese or Japanese. 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.

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

General Education Required Courses		
Required Credits:**17**		
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
CAC101	Career Exploration	1
CAC201	Career Set-up	1

CORE COURSES

Core Courses (Foundation)					
Required Credits: **24**					
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	BUS204	Ethics and Corporate Social Responsibility	3
BUS109	Introduction to Microeconomics	3	COM319C	Business Communication	3

Core Courses (Business)					
Required Credits: **31**					
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	INF204	Management Information Systems	3
BUS211C	People and Organization	3	MKT200B	Principles of Marketing	3
BUS308B	Strategic Management*	3	*Capstone Course		

SPECIALIZATIONS

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

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	FIN300	Finance Simulation	3
FIN404	Financial Statement Analysis	3	ENT418B	Entrepreneurial Finance	3
FIN424	Investment-Stock Trading Experience	3			

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
MKT300	Marketing Simulation	3	MKT330	Marketing Analytics	3

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	MIB300	Management Simulation	3
BUS445	Creativity and Innovation Management	3	BUS345	Strategic Creativity for Innovation	3
BUS450	Strategic Interaction and Decision Making	3			

Entrepreneurship					
Code	**Course Title**	**Credit**	**Code**	**Course Title**	**Credit**
ENT301	Understanding Startup Business [a]	3	INF410	Data Analytics for Business	3
ENT302	Planning Startup Business [ab]	3	ENT475	Special Topics in Entrepreneurship	3
ENT401	Launching Startup Business [a]	3	MKT425	E-Marketing [d]	3
ENT418B	Entrepreneurial Finance [c]	3	MIB320	E-Business Management [a]	3
ENT310	Social Entrepreneurship [a]	3	BUS445	Creativity and Innovation Management [a]	3
ENT315	Franchising Startup Business [a]	3	ENT410	Startup Business and Artificial Intelligence [a]	3

[a] Courses valid for Management specialization
[b] Required course for the Entrepreneurship specialization
[c] Course valid for Finance specialization
[d] Course valid for Marketing specialization

General Specialization					
Code	**Course Title**	**Credit**	**Code**	**Course Title**	**Credit**
BUS370	Business Consulting Skills	3	BUS371	Business Consulting Practice	3

FREE ELECTIVES

Required credits: **36**					
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
BUS241	Business Leadership Development 1	2	ENG151	Honors English Composition II	3
BUS242	Career Development 1	2	ENT435	Business Plan Development	3
BUS243	Advanced Career Development 1	2	GEN121	Speech and Debate	3
BUS314C	Business Law and Ethics	3	GEN135	Sports Elective I	1
BUS316B	Advanced Decision Models	3	GEN231	Fitness and Active Lifestyle	2
BUS331	Career Preparation	2	GEN236	Sports Elective II	2
BUS341	Business Leadership Development 2	2	HIS100	Highlights in Asian History	3
BUS342	Career Development 2	2	HIS108C	Asian Politics from the Regional Point of View	3
BUS343	Advanced Career Development 2	2	HIS160	Survey of US History	3
CHE101B	Introduction to Chemistry	4	IMM202C	Personal Development	2
ENG111	Foundations of Business Interactions 1	3	IMM206B	Knowledge Workshop	2
ENG112	Practical Applications of Written Communication 1	3	IMM207	Thought Leader Workshop	2
ENG113	Principles of Content Acquisition and Utilization 1	3	MAT150	Honors Mathematics I	4
ENG114	Principles of Aural Content Acquisition and Retention	3	MAT151	Honors Mathematics II	4
ENG115	Practical Applications of Verbal Communication	3	PHY101B	Introduction to Physics	4
ENG121	Foundations of Business Interactions 2	3	PSY201B	Introduction to Psychology	3
BUS206	Business Negotiation	3	SOC201B	Introduction to Sociology	3
GEN160	Sex Gender and Culture	2	BUS303	Industrial Field Study	2
GEN105	Modernization of South Korea	3	BUS306	Advanced Business Negotiations	3
BUS202	Startup Business Practice	3	GEN110	Introduction to Culture Studies	3
KOR051	Easy Korean *	3	CAC301	Global Job Searching Practice	2

***Only for Exchange Students**

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 must choose Korean as foreign language. Korean students may opt for one of the two languages: Chinese or Japanese. Only under the Dean's approval, international student can take Chinese or Japanese as foreign language.
4. The curriculum for the languages will be given to students under a separate cover.

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	JPN101	Japanese Beginner 1	3
CHL462	Business Chinese 2-2	3	JPN102	Japanese Beginner 2	3
CHL471	Business Chinese 3-1	3	JPN201	Japanese Intermediate 1	3
CHL472	Business Chinese 3-2	3	JPN202	Japanese Intermediate 2	3
CHL473	Business Chinese 3-3	3	JPN301	Japanese Advanced 1	3
			JPN302	Japanese Advanced 2	3
			JPN401	Japanese Advanced 3	3
			JPN411	Business Japanese 1	3
			JPN421	Business Japanese 2	3

COURSE DESCRIPTIONS

BBA General Education Required Courses

GEN 120B Critical Thinking

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

This course is a prerequisite for: None

BUS 250B Intercultural Communication

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

This course is a prerequisite for: None

COM 114D Writing and Presentation Skills

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

This course is a prerequisite for: None

INF 101B Application of Information Technology

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**

This course is a prerequisite for: INF304B

MAT 121C Quantitative Methods

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**

This course is a prerequisite for: BUS208C

MEN 101B First Year Seminar

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**

This course is a prerequisite for: None

CAR 101 Career Exploration

Prerequisites: **None**

In this course, students will be introduced to the fundamentals of career and professional development theory, preparing for and conducting a global job search in today's economic climate and professional interviewing. Students will develop an understanding of the psychology of work, how to organize and plan strategies to have a successful search as well as successful navigation of the interview process. Emphasis will be on identifying strengths, skills, and options. Students will learn how to evaluate employment trend markets as part of the job searching strategy. Finally, students will develop necessary tools such as professional development plans, SWOT Analysis, and resumes and cover letters. Students will also be coached on the art of interviewing, networking and career pathway management.

Credit Hours:	**1**
Course Delivery:	**Classroom**
Group:	**General Education; Required**

This course is a prerequisite for: None

CAR 201 Career Set-up

Prerequisites: **None**

The course description will be revised soon.

Credit Hours:	**1**
Course Delivery:	**Classroom**
Group:	**General Education; Required**

This course is a prerequisite for: None

BBA Core Courses (Foundation)

ACC 101B Introduction to Accounting

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

This course is a prerequisite for: ACC201B

ACC 201B Financial Accounting

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

This course is a prerequisite for: ACC310

BUS 100 Introduction to Business

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

This course is a prerequisite for: BUS211C

BUS 109 Introduction to Microeconomics

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

This course is a prerequisite for: BUS110

BUS 110 Introduction to Macroeconomics

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

This course is a prerequisite for: ASM310B, ASM411B, BUS211C, IBS301, BUS325B

BUS 208C Basic Statistical Methods and Applications

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

This course is a prerequisite for: BUS316B

BUS 204 Ethics and Corporate Social Responsibility

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

This course is a prerequisite for: None

COM 319C Business Communication

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

This course is a prerequisite for: None

BBA Core Courses (Business)

ASM 215B Korean Organizations and Management

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

This course is a prerequisite for: None

ASM 310B Asian Management

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

This course is a prerequisite for: None

IMM 305B Asian Case Workshop

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

This course is a prerequisite for: None

IMM 306 Asian Case Study

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

This course is a prerequisite for: None

BUS 211C People and Organization

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

This course is a prerequisite for: ASM310B, ASM411B, COM319C, MIB300

BUS 308B Strategic Management

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

This course is a prerequisite for: None

BUS 325B Operations Management

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

This course is a prerequisite for: MIB415, BUS308B

FIN 305 Introduction to Corporate Finance

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

This course is a prerequisite for: FIN430, BUS308B, FIN300

IBS 301 International Business Management

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

This course is a prerequisite for: None

INF 204 Management Information Systems

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

This course is a prerequisite for: None

MKT 200B Principles of Marketing

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

This course is a prerequisite for: MKT311, MKT300

BBA Specialization Courses– Finance

FIN 407 Financial Markets and Institutions

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**

This course is a prerequisite for: None

FIN 412B Mergers and Acquisitions

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**

This course is a prerequisite for: None

FIN 415 International Corporate Finance

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**

This course is a prerequisite for: None

FIN 420 Investment Analysis

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**

This course is a prerequisite for: None

FIN 430 Financial Derivatives

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**

This course is a prerequisite for: None

FIN 475 Special Topics in Finance

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**

This course is a prerequisite for: None

ACC 203 Managerial Accounting

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**

This course is a prerequisite for: None

FIN 405 Financial Math and Modeling

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**

This course is a prerequisite for: None

FIN 308B Commercial Banking

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**

This course is a prerequisite for: None

FIN 300 Finance Simulation

Prerequisites: **FIN305**

This finance simulation course is designed to replace the equations on blackboard with simple interactive simulation on computer screens. Finance is ideally situated to benefit the simulation methodology as a teaching tool. The utility of Monte-Carlo simulation of risk in finance is an accepted tool and is widely used in academia. Few textbook examples from finance will be taught to demonstrate and students will practice the simulation themselves during the course. They will learn about Monte-Carlo simulation (MCS), random number generation, obtaining a normal distribution, simulating stock prices, pricing of options using MCS, using MS-Excel to find iterative solutions, financial statements forecasting and fixed income securities price/yield.

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

This course is a prerequisite for: None

FIN 404 Financial Statement Analysis

Prerequisites: **None**

The goal of this course is to prepare students to succeed as future business managers. Financial statements provide basic information for diagnosing a company's problems/strengths and for making key business decisions (i.e., making loan, investment, acquisition, employment and political decisions, etc.). This course will equip students to acquire necessary skills and methodologies to analyze financial statements in depth.

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

This course is a prerequisite for: None

ENT 418B Entrepreneurial Finance

Prerequisites: **None**

Securing external finance is often a critical success factor for entrepreneurial ventures. However, such financing arrangements have to deal with various risks and issues embedded in the relationships between financiers and entrepreneurs. This course focuses on agency problems that arise between entrepreneurs and their investors with emphasis on the role of financial contracts designed to address those issues under conditions of risk. In doing so, this course covers a wide range models in high-risk environments from venture capital finance to microfinance.

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

This course is a prerequisite for: None

FIN 424 Investment-Stock Trading Experience

Prerequisites: **None**

This course is about how to apply investment and portfolio theory to primarily equity market trading that are essential to analysis of investment portfolio. This course can be carried out efficiently by exploring risk-free live market trading. To this end, students will be equipped on how to build critical analysis and trading strategy through by using Stock-Track simulator platform.

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

This course is a prerequisite for: None

BBA Specialization Courses– Marketing

MKT 311 Marketing Strategy

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

This course is a prerequisite for: None

MKT 401C Consumer Behavior

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

This course is a prerequisite for: None

MKT 403 Brand Management

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

This course is a prerequisite for: None

MKT 408B Marketing Research

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

This course is a prerequisite for: None

MKT 415 Marketing Communications

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**

This course is a prerequisite for: None

MKT 475 Special Topics in Marketing

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**

This course is a prerequisite for: None

MKT 425 E-Marketing

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**

This course is a prerequisite for: None

MKT 418C Service Marketing

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**

This course is a prerequisite for: None

MKT 300 Marketing Simulation

Prerequisites: **MKT200B**

An effective way to help students learn about marketing management is to experience the challenges of managing a business or a brand in a simulated environment. Reading textbooks teaches the foundations of business theory, and real-world experience often demonstrates the challenges of putting those theories into practice. The lessons of experience usually have the greatest impact because people tend to learn best by doing, not solely by reading or hearing about other people's experiences. This simulation is designed to accomplish such a task.

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

This course is a prerequisite for: None

MKT 330 Marketing Analytics

Prerequisites: **MKT200B**

The primary objective of this course is to provide students with foundational knowledge and a basic skill set required for a market analyst. This course objective is aligned mainly with "Creative Management Foundation", one of the Solbridge's five mission-based goals. Other mission-based goals are supplemented by a variety of real-world examples used in class lectures.

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

This course is a prerequisite for: None

BBA Specialization Courses—Management

MIB 302C Global Leadership

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**

This course is a prerequisite for: None

BUS 410B Human Resource Management

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**

This course is a prerequisite for: None

BUS 415B Managing Diversity in the Workplace

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**

This course is a prerequisite for: None

MIB 408C Global Strategic Management

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**

This course is a prerequisite for: None

MIB 415B Global Supply Chain Management

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**

This course is a prerequisite for: None

MIB 475B Special Topics in Global Business

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**

This course is a prerequisite for: None

ASM 411B Asian Marketing

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**

This course is a prerequisite for: None

BUS 405 Business Law

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**

This course is a prerequisite for: None

MIB 320 E-Business Management

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**

This course is a prerequisite for: None

MIB 300 Management Simulation

Prerequisites: **BUS211C**

An effective way to help students learn about management is to experience the challenges of managing a business or a brand in a simulated environment. Reading textbooks teaches the foundations of business theory, and real-world experience often demonstrates the challenges of putting those theories into practice. The lessons of experience usually have the greatest impact because people tend to learn best by doing, not solely by reading or hearing about other people's experiences. As part of a SolBridge initiative to develop more applied skills in our students, this course is designed to accomplish such a task. In this course our emphasis is on a management related business problem.

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

This course is a prerequisite for: None

BUS 345 Strategic Creativity for Innovation

Prerequisites: **None**

This class is aimed to help students learn how to creatively solve business problems. More specifically, students will learn about: a) the innovation process and the role of the individual in generating innovations and b) the attributes, habits, and skills of individuals who have successfully started innovative new businesses. Students are then given opportunities to build their skills at creative strategic thinking so that they will be more successful at generating novel and potentially valuable ideas for their companies. They will learn how individuals that started new companies (or who significantly added value to existing companies) came up with the valuable new ideas. Finally, students will also be asked to apply the knowledge acquired in class by coming up with a creative idea for a new product, service, or business.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BUS 450 Strategic Interaction and Decision Making

Prerequisites: **None**

This course aims to sharpen strategic thinking and gain a better understanding of decision making in complex, interactive environments through the game theoretical reasoning. Knowledge of game theory will give students an advantage in such strategic settings. Game theory provides the rigorous conceptual tool (mathematical modeling) of strategic interaction among rational agents, and suggests the best solution to agents as a form of an equilibrium. From this course, students will learn the various possible marketing/business strategies based on game theoretical logic, and the optimal decision making from strategic thinking.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BBA Specialization Courses– Entrepreneurship

ENT 301 Understanding Startup Business

Prerequisites: **None**

This course aims to help students get more interested in startups and expand their knowledge about the real startup world. More specifically students will understand (1) basic steps to start a startup and (2) various current startup business cases across the industries. With the business cases, the class covers problems that the founders tried to solve, approaches the founders chose and the issues the founders faced while solving the problems. Students will be asked to think and develop their own startup ideas individually that can be further developed as a business plan in the following semester.

Credit Hours	**3**
Course Delivery:	**Classroom**
Group:	**ENT and MGT Specialization; Elective**

This course is a prerequisite for: None

ENT 302 Planning Startup Business

Prerequisites: **None**

This course is to provide practical information and coaching for students who want to develop their ideas into business plans. Students should have their own ideas on the first day of the class. Throughout the course, students will understand basic frameworks for the business plans then conduct market/competitors research and interviews to convert ideas to concrete business plans. Students also will be asked to recruit people for a team to execute the business plans. At the end of the course, students will have an opportunity to present their business plans in front of the VC investors and startup industry experts.

Credit Hours:	**3**
Course Delivery:	**Classroom**
Group:	**ENT Specialization-required; MGT Elective**

This course is a prerequisite for: ENT401

ENT 401 Launching Startup Business

Prerequisites: **ENT302**

The best way to learn about startups is doing startups. This course will help students (1) prototype or develop MVP (Minimum Viable Product) for their business, (2) experience funding process for their business and (3) sell their product or service to the real customers. Resources outside the university will be leveraged to provide students facilities, platforms and practical coaching. This course is the first step of execution and implementation. Therefore, students must have concrete business plans on their first day of the class. Exchange students who would not be able to make prerequisites need to consult beforehand in order to take the course.

Credit Hours:	**3**
Course Delivery:	**Classroom; Field**
Group:	**ENT and MGT Specializations; Elective**

This course is a prerequisite for: None

ENT 418B Entrepreneurial Finance

Prerequisites: **None**

Securing external finance is often a critical success factor for entrepreneurial ventures. However, such financing arrangements have to deal with various risks and issues embedded in the relationships between financiers and entrepreneurs. This course focuses on agency problems that arise between entrepreneurs and their investors with emphasis on the role of financial contracts designed to address those issues under conditions of risk. In doing so, this course covers a wide range models in high-risk environments from venture capital finance to microfinance.

Credit Hours:	**3**
Course Delivery:	**Classroom**
Group:	**ENT and FIN Specializations ; Elective**

This course is a prerequisite for: None

ENT 310 Social Entrepreneurship

Prerequisites: **None**

This course aims to help students get more interested in social entrepreneurship and expand their knowledge about the real social business world. More specifically students will understand key differences from for-profit startups and social business, fundamental steps to start a social business and various current social business cases across the industries. With the business cases, the class covers practical issues and knowledge in NGO, social enterprises, cooperative and for-profit companies' CSR activities. Students also will be asked to participate in real projects with social enterprises. At the end of the course, students will have an opportunity to present their findings and solutions in front of their clients.

Credit Hours:	**3**
Course Delivery:	**Classroom; Field**
Group:	**ENT and MGT Specializations Specialization; Elective**

This course is a prerequisite for: None

MKT 425 E-Marketing

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 offline 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:	**ENT and MKT Specializations ; Elective**

This course is a prerequisite for: None

MIB 320 E-Business Management

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:	**ENT and MGT Specializations ; Elective**

This course is a prerequisite for: None

BUS 445 Creativity and innovation management

Prerequisites: **BUS100**

Today, almost every organization must innovate to survive. Nevertheless, innovation and creativity are not straightforward processes to achieve. These processes raise conflicting demands, contradictory practices, and competing views. This course is therefore meant for students to develop: (1) Observe and identify common/discipline-specific problems faced by people in everyday lives. (2) Use their knowledge and imagination to generate novel ideas to solve the problems. (3) Demonstrate familiarity with creativity and innovation processes in general. (4) Demonstrate hands-on skills in design thinking and TRIZ methods (Theory of the resolution of invention-related tasks) for creative problem-solving. (5) Reflect back on personal behavior, be more self-aware, and improve one's attitude, and (6) Contribute in team creative processes.

Credit Hours:	**3**
Course Delivery:	**Classroom**
Group:	**ENT and MGT Specializations ; Elective**

This course is a prerequisite for: None

INF 410 Data Analytics for Business

Prerequisites: **BUS208 Statistics, INF304B MIS**

This course aims to introduce the participants with a general understanding of data analytics for business while equipping them with the skills for a full data analysis lifecycle. They will learn to use selected data analytical tools/technologies to acquire and prepare big datasets for analysis, develop analytical models appropriate for specific business decisions, test them, and deploy for actual decision-making. The course will cover at least three case-studies/projects/use cases, one each from retail, customer, healthcare and financial sectors.

Credit Hours:	**3**
Course Delivery:	**Classroom**
Group:	**ENT Specialization; Elective**

This course is a prerequisite for: None

ENT 475 Special Topics in Entrepreneurship

Prerequisites: **None**

Students will be introduced to a variety of special topics in entrepreneurship selected based on students' interests and availability of resources at school.

Credit Hours:	3
Course Delivery:	Classroom; Field; Online
Group:	ENT Specialization; Elective

This course is a prerequisite for: None

ENT 315 Franchising Startup Business

Prerequisites: **None**

This course will offer a view of franchising activities and strategies from the perspective of technology startups, focused on the recent use of the internet to develop dramatically different value propositions, business models, and means of coordination for franchising. Students will learn how to design a business format suitable for franchising in the era of internet and mobile connectivity, covering issues such as: growing a network of franchisees based on digital payment mechanisms; virtually managing franchisor-franchisee relationships; location strategies for competing with other franchisors. Throughout the course, emphasis will be placed on the impact of digital, artificial intelligence (AI) and online technologies on franchising business formats and business models.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

ENT 410 Startup Business and Artificial Intelligence

Prerequisites: **None**

This course will offer a view of AI technologies from a startup perspective — namely, how to apply AI technologies to innovate and disrupt an existing industry's value proposition and business model. Students will learn to make decisions regarding key strategic issues in designing and executing a business model based on AI technologies. These issues include the construction of a knowledge base, the design of a user interface, and developing payment mechanisms for capturing value from a large population of users.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BBA General Specialization

BUS 370 Business Consulting Skills

Prerequisites: **None**

This course aims to learn the basic abilities of consultants; communication skill, strategic thinking, problem-solving method, consulting process and essential technique, to find business cases by groups, to study business consulting by groups of students searching for business cases and analyzing based on contents learned.

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

This course is a prerequisite for: BUS371

BUS 371 Business Consulting Practice

Prerequisites: **BUS370**

This course is to provide education on the Consulting Project Management in accordance with the current and ongoing consulting cases of companies, to practice theoretical /operational contemplation on Operational Level Strategies based on business cases of Consulting Project, to check based on the needs and the effectiveness of company, and to study the direction of Consulting Practice Level. Moreover, discovering new business cases according to Operational Strategies by groups and constructing improvements will enhance the understandings of actual industry and consulting skills.

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

This course is a prerequisite for: None

BBA Free Electives

ACC 310 Intermediate Accounting

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

This course is a prerequisite for: None

ART 401A Creative Work: Drama

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

This course is a prerequisite for: None

ART 401B Creative Work: Music

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

This course is a prerequisite for: None

BUS 241 Business Leadership Development 1

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

This course is a prerequisite for: None

BUS 242 Career Development 1

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**

This course is a prerequisite for: None

BUS 243 Advanced Career Development 1

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**

This course is a prerequisite for: None

BUS 314C Business Law and Ethics

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**

This course is a prerequisite for: None

BUS 316B Advanced Decision Models

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**

This course is a prerequisite for: None

BUS 331 Career Preparation

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**

This course is a prerequisite for: None

BUS 341 Business Leadership Development 2

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**

This course is a prerequisite for: None

BUS 342 Career Development 2

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**

This course is a prerequisite for: None

BUS 343 Advanced Career Development 2

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**

This course is a prerequisite for: None

CHE 101B Introduction to Chemistry

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

This course is a prerequisite for: None

ENG 111 Foundations of Business Interactions 1

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

This course is a prerequisite for: None

ENG 112 Practical Applications of Written Communication 1

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

This course is a prerequisite for: None

ENG 113 Principles of Content Acquisition and Utilization 1

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

This course is a prerequisite for: None

ENG 114 Principles of Aural Content Acquisition and Retention

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

This course is a prerequisite for: None

ENG 115 Practical Applications of Verbal Communication

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

This course is a prerequisite for: None

ENG 121 Foundations of Business Interactions 2

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

This course is a prerequisite for: None

ENG 122 Practical Applications of Written Communication 2

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

This course is a prerequisite for: None

ENG 123 Principles of Content Acquisition and Utilization 2

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**

This course is a prerequisite for: None

ENG 150 Honors English Composition I

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**

This course is a prerequisite for: ENG151

ENG 151 Honors English Composition II

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**

This course is a prerequisite for: None

ENT 435 Business Plan Development

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**

This course is a prerequisite for: None

GEN 121 Speech and Debate

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

This course is a prerequisite for: None

GEN 135 Sports Elective I

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

This course is a prerequisite for: None

GEN 231 Fitness and Active Lifestyle

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

This course is a prerequisite for: None

GEN 236 Sports Elective II

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

This course is a prerequisite for: None

HIS 100 Highlights in Asian History

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**

This course is a prerequisite for: None

HIS 108C Asian Politics from the Regional Point of View

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**

This course is a prerequisite for: None

HIS 160 Survey of US History

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**

This course is a prerequisite for: None

IMM 202C Personal Development

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**

This course is a prerequisite for: None

IMM 206B Knowledge Workshop

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**

This course is a prerequisite for: None

IMM 207 Thought Leader Workshop

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**

This course is a prerequisite for: None

MAT 150 Honors Mathematics I

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**

This course is a prerequisite for: BUS208C, MAT151

MAT 151 Honors Mathematics II

Prerequisites: **MAT150**

This course is intended to teach students selected topics from differential equations, sequences and infinite series, vector analysis, and linear algebra which

Credit Hours:	**4**
Course Delivery:	**Classroom**

have wide applications for quantitative analysis of business systems as well as fundamentals of modern science and technology.

Group:	**Free Electives**

This course is a prerequisite for: None

PHY 101B Introduction to Physics

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**

This course is a prerequisite for: None

PSY 201B Introduction to Psychology

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**

This course is a prerequisite for: None

SOC 201B Introduction to Sociology

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**

This course is a prerequisite for: None

GEN 206 Business Negotiation

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**

This course is a prerequisite for: BUS306

BUS 303 Industrial Field Study

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

This course is a prerequisite for: None

KOR 051 Easy Korean

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

This course is a prerequisite for: None

GEN 160 Sex Gender and Culture

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

This course is a prerequisite for: None

GEN 105 Modernization of South Korea

Prerequisites: **None**

This course has been designed to provide students the opportunity to better understand South Korea's modernization relative to its economic and political development. Taking a closer look into South Korea's past to present, its economic policies, political development along with its diplomatic activism in the region and the world, this course will explore and review South Korea's success story.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

BUS 202 Startup Business Practice

Prerequisites: **BUS201**

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**

This course is a prerequisite for: None

BUS 306 Advanced Business Negotiations

Prerequisites: **BUS206**

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**

This course is a prerequisite for: None

GEN 110 Introduction to Culture Studies

Prerequisites: **None**

As it has evolved from a history of ideas in philosophy and anthropology, this course is an introduction to contemporary cultural studies. It investigates theories of culture and their practical application, focusing on not only what these theories could offer a business environment but also what management theories of organizational culture could contribute to cultural studies as an interdisciplinary social science.

Credit Hours:	**3**
Course Delivery:	**Classroom**
Group:	**Free Electives**

This course is a prerequisite for: None

ENG 100A Listening and Speaking (IEP-S)

Prerequisites: **None**

This course is designed to develop 1) speaking fluency, 2) listening skills, 3) critical thinking skills, 4) interpreting vocabulary in context, 5) generating opinions and ideas, 6) academic study skills, and 7) applying newly learned concepts and vocabulary during class discussions and presentations.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

ENG 100B Reading and Writing (IEP-S)

Prerequisites: **None**

This course is designed to develop 1) critical reading skills, 2) academic writing skills, 3) critical thinking skills, 4) Interpreting vocabulary in context, 5) Generating opinions and ideas, 6) academic study skills, and 7) applying newly learned concepts and vocabulary during class discussions and writing assignments.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

CAC 100A Global Job Searching Practice

Prerequisites: **None**

The objective of this course is to provide knowledge and skills on the job market as well as help students build competency in preparing for the upcoming recruiting process. You are expected to attend lectures and one-on-one consulting sessions. Depending on your individual needs, we will work on your career goal, resume, cover letter or interview preparation together. 2-hour attendance is required every week. No exams, quizzes, or group projects.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Free Electives

This course is a prerequisite for: None

Foreign Languages

Foreign Language courses in Chinese, Japanese 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.