

## MBA Course List (Academic year 2018-2022)

### Plan A: Thesis Plan

Plan A or Thesis Plan is for students who are strongly interested and committed to research. Through the process, students will be equipped with skills to identify a research gap in the existing literature, apply research methods to develop business models that assist in making business decisions, and provide sound business strategies/solutions. By the time of graduation, students are required to present their work in a published form.

**Program structure for Plan A(2) can be found below.**

Pre-Course	Non-credit
Required Courses	24 credits
Elective Courses	6 credits
Thesis	15 credits

### Plan B: Thematic Paper

Plan B or Thematic Plan provides students with an opportunity to customize their MBA elective courses through 2 specializations; namely Global Strategy and Innovation in Business, which build deep expertise in emerging areas. Students will gain the practical knowledge through industry-related projects while conducting an independent study tailored to their goals and interests.

**Program structure for Plan B can be found below.**

Pre-Course	Non-credit
Required Courses	24 credits
Elective Courses	15 credits
Thematic Paper	6 credits

### Pre-Courses

While our MBA program is open to prospective students from any field of study, students are required to complete non-credit pre-courses. These pre-courses are to provide students with an essential academic foundation, preparing them for a smooth transition into the program, and allowing them time to be settled into a study life.

Course	Course Description
ICBA 501 English Communication Skills for Managers	Reading comprehension skills, effective writing in the context of business managers, speaking and presentation skills
ICBA 502 Data and Decisions	Review of statistical concepts and methods, probability and distributions, sampling and estimations, confidence intervals, hypothesis tests, elements of regression analysis, analysis and interpretation of real-world information using computer software
ICBA 503 Spreadsheet Modeling	Data analysis and creation of business applications using logical functions; accounting and financial functions; data models; data analysis and data visualization; form controls; visual basic for applications (VBA) in Excel

### Core Courses

The first phase of the program is the core curriculum. It is designed to broaden students' business perspective with the knowledge of accounting, economics, marketing, finance, research methodologies and management skills essential to achieve students' goals and discover new opportunities.

Course	Course Description
ICBA 521 Accounting Information for Business Decisions	Basic concepts and standards underlying financial accounting systems; recognizing and recording accounting transactions, preparation and interpretation of financial statements; key cost concepts, cost behavior and forecasting, cost-volume-profit analysis, budgeting, budgetary control, strategic and tactical decision making; ethics and sustainability accounting
ICBA 522 Economics for Business Decision Making	Application of economic concepts and techniques in management, analysis of economic choices faced by the firm, decision rules for goals achievement, managing resource scarcity, opportunity cost, demand analysis, markets and competition, economic growth, inflation, interest rates, open economy, foreign exchange rates

ICBA 523 Strategic Marketing Models	Holistic picture of marketing practices, strategic marketing models, consumers and competitors' analysis tools, marketing implementation under global changing environments
ICBA 524 Corporate Finance in The Modern World	Fundamental concepts in finance; financial statements analysis, application of financial planning and forecasting, familiar with update issues in financial markets and changes both in local and global economic environments, financial planning, time value of money, risk and return, securities valuation, comprehending corporate valuation, strategic investment decisions, strategic and tactical financing decisions
ICBA 525 Managing People, Organization and Change	New HR delivery model, designing the future workplace; trends and innovations in human resource, emotional intelligence; diversity and inclusion, motivation and employee engagement, group behaviors and team dynamics, transformative leadership, power and politics in organizational life, organization structure, culture and strategy, change and sustainability
ICBA 526 Operations Management	Technology and operations management; global supply chain management; products, services, and process management, lean operations, forecasting and demand planning, inventory management, project management, quality management, sustainability
ICBA 528 Research Development in the Business World I	Research paradigms, steps in research process, choosing research topics and formulating questions, research planning and design, literature review, academic report writing, ethics in research and the Institutional Review Board (IRB)
ICBA 529 Research Development in The Business World II	Unit of analysis and sampling techniques, quantitative and qualitative research methods, survey research, in-depth interview technique, experimental research design, research based on secondary data
ICBA 530 Business Strategy and Planning I	Introduction to business plan; developing and evaluating business ideas; business environment analysis; research based on secondary data, academic report writing, ethics in research and the Institutional Review Board (IRB)
ICBA 531 Business Strategy and Planning II	Primary research, quantitative and qualitative research methodologies, strategic planning, tactical planning

## Elective Courses

During the second phase of the program, students are to select one area of the following specializations and challenge themselves through industry-related projects and an educational experience tailored to today's and tomorrow's business challenges. The students will have the opportunity to integrate their knowledge and functional skills they have learned to solve real-world problems, work on hands-on projects and expand their business exposure. Students who wish to specialize in a specific area of study will be required to take a minimum of 9 credits (3 courses) in their chosen specialization.

## Global Strategy

Providing specialization in global strategy, it allows students to broaden their views of the business world and refine their skills to successfully compete in international markets. This concentration places a strong emphasis on producing managers who are capable of formulating creative business ideas and being competent in managing new or expanding existing business through an array of quantitative and qualitative tools.

<b>Course</b>	<b>Course Description</b>
ICBA 613 Global Diversity Management	Assessment of the global environment (political, economic, social, legal, technological); ethics in global management and global consensus versus regional variation of corporate social responsibility, understanding the role of culture dimensions and cultural differences on management practices, communication across cultures, cross-cultural negotiation and decision making
ICBA 614 Global Trade Management	Internationalization, globalization of production and market, trade barriers, supply chain management, global value chains, managing networks
ICBA 615 Global Strategic Management	Strategic planning, global macro-environmental analysis, global markets analysis, global competitors' analysis, competitive advantage development, market research and selection, global marketing strategy, global human resource strategy, strategy implementation

## Innovation in Business

A specialization in innovation in business provides an educational experience at the interface of research and practical expertise to produce open-minded leaders who will be able to identify business opportunities, innovate, lead change and create value within existing organizations or new ventures.

Course	Course Description
ICBA 623 Innovation Strategy and Creativity	Innovation process, innovation strategy, creative problem solving, design concept, human-centered design thinking, idea generation; concept development, innovative leadership
ICBA 624 Innovation Implementation and Technology	Technology management, technology strategy, R&D management, patents and intellectual property, disruptive technologies, project escalation, technological disasters
ICBA 625 Innovation Project	New product development, problem identification, situational and macro-environmental analysis, company analysis, customer insight development, iterative design and prototyping

## Practical Experience

Besides elective courses under each of the specializations, there are other courses that students can choose to expand their practical experience.

Course	Course Description
ICBA 626 Seminars on Creativity and Innovation	Current and future trends in the business world, current and future business applications, challenges from businesses in Asia and around the world
ICBA 624 Innovation Implementation and Technology	Experiences on creativity and innovation, business solutions from creativity and innovation
ICBA 631 Business Simulation	Product localization, in-house and outsourcing, global supply chain management, multi-global market marketing strategy, market expansion strategy, product and market strategic business unit (sbu) matrix, import duties and tariffs, foreign currency risks
ICBA 632 Global Business and Innovation Experience	An international travel experience on international business and innovation

### Thesis/Thematic Paper

During Trimester 5 and 6 (if required), students are required to conduct research and write thesis/thematic paper to solve a business issue thoroughly.

Course	Course Description
ICBA 698 Thesis (Plan A only)	Research related to business; the process of planning, designing, data collection, information retrieval, analysis, synthesis, discussion, conclusion, and presentation; ethics in human research and Institutional Review Board (IRB); thesis development
ICBA 697 Thematic Paper (Plan B only)	Directed independent study related to business; the process of planning, designing, data collection, information retrieval, analysis, synthesis, discussion, conclusion, and presentation; ethics in human research and Institutional Review Board (IRB), provide finding of information obtained from articles or other sources, applying the study to solve business problem, find business solution, recommendations, or develop business plan, thematic paper development.