

# Course Outline

## Comprehensive Exams for Regular MBA

### September 17, 2011

Three mini case studies of one hour each on:

#### **Finance:**

- Working Capital Management.
- Capital Budgeting.
- Stock and Bond Valuation.
- Financial Statement Analysis.

#### **Marketing:**

- Consumer Behavior.
- Segmentation / Targeting and Positioning.
- Creating customer value satisfaction.
- Branding.
- New Product Development.
- Product Life Cycle.
- Dealing with Competition
- Pricing.
- Promotion.
- Distribution and Channel Management.
- Services.
- Product Management.

#### **Human Resource Management & Management:**

- Recruitment & Selection.
- Training and Development.
- Performance & Compensation.
- Organizing, Planning, Leading & Controlling.
- HRM Planning.
- HRM Strategy.