

# Course Outline

## Comprehensive Exam

### March 6, 2010

: 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.

#### **Comprehensive Exam Schedule:**

Finance	9:00 to 10:00am
Marketing	10:00 to 11:00 am
<b>Break</b>	<b>11:00 to 11:30am</b>
HRM and Management	11:30 to 12:30 pm

**Note:** List of eligible candidates will be uploaded on our website on March 1, 2010.