

Course Outline for Comprehensive Exam to be held on September 18, 2010

: Three mini case studies of one hour each on:

Human Resource Management & Management

- Corporate Strategy
 - Strategic HRM
 - Planning/ Organizing/ Leading and Controlling
- Organizing/Planning/Leading and Controlling
Creating Competitive advantage

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

Finance

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

Comprehensive Exam Schedule

HRM and Management	9:00 – 10:00 am
Marketing	10:00 – 11:00am
Break	11:00 – 11:30am
Finance	11:30 – 12:30

Note: List of eligible candidates will be uploaded on website after September 10, 2010.