

Course Outlines

Comprehensive Exam

March 10, 2012

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.
- Building Branding.
- Dealing with Competition
- Services Marketing
- Pricing.
- Distribution
- Advertising and Sales Promotion

Human Resource Management & Management:

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

Comprehensive Exam Schedule

Finance	9:00 – 10:00
Marketing	10:05 – 11:05
Short Break 11:05 to 11:30	
HRM & Management	11:30 – 12:30