



Ballsbridge University

## MBA Syllabus

### Module 1: finance I and finance II

- Basic analytical skills and principles of corporate finance.
- Functions of modern capital markets and financial institutions.
- Standard techniques of analysis, including capital budgeting, discounted cash flow valuation, and risk analysis.
- How to evaluate complex investments.
- How to set and execute financial policies within a firm.
- How to integrate the many financial decisions faced by firms.
- Tools of financial analysis (credit market analysis, option pricing, valuation of interest tax shields, weighted average cost of capital)
- Financial policy choices of firms (whether to finance with debt or equity, distributing cash to shareholders)
- Financial market imperfections (costs of financial distress, transaction costs, information asymmetries, taxes, agency conflicts)
- Deals and transactions (mergers and acquisitions, leveraged buyouts, hostile takeovers, initial public offerings)

### Module 2: **Financial Reporting and Control**

- An understanding of the concepts and language of accounting so it can be used as an effective tool for communication, monitoring, and resource allocation.
- Mastery of the vocabulary of financial statements and accounting reports.
- Familiarity with how modern accounting and control theory is used in evaluating economic conditions and making organizational decisions.

### Module 3: **Leadership and Organizational Behaviour**

- The determinants of group culture.
- Managing the performance of individual subordinates.
- Establishing productive relationships with peers and seniors over whom the manager has no formal authority.

- Develop a vision of the future.
- Align the organization behind that vision.
- Motivate people to achieve the vision.
- Design effective organizations and change them to achieve superior performance.

### Module 3: **Marketing**

- Make marketing decisions in the context of general management.
- Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably.
- Use this knowledge in a brand management simulation. The course culminates in an examination of the evolution of marketing, particularly focusing on opportunities presented by the Internet.
- Understand the Relationships between Price, Profit, and Market Share
- Understand a Marketing Channel's Performance
- Evaluate the Advertising's Effectiveness with Customer Response Index
- Conduct Marketing Portfolio Analysis
- Understand How to Develop a Marketing Budget
- Understand the Financial Performance Metrics Related to Marketing

### Module 4: **Technology and Operations Management**

- Process analysis
- Cross-functional and cross-firm integration
- Product development
- Information technology
- Technology and operations strategy
- Understand Principles and Techniques of Inventory Management
- Understand Principles and Techniques of Supply-Chain and Logistics Management
- Understand Various Planning Systems Applicable to Manufacturing and Distribution Operations
- Understand Various Short-Term Scheduling Systems Used in Production
- Understand Theory of Constraints in Operations
- Understand Principles of Production Economics and Application of Decision Tools

- Understand Principles and Techniques of Equipment Maintenance and System Reliability
- Understand Production Process Flows and Metrics
- Understand the Technology Deployed in Manufacturing and Services Operations

## Module 5: **Business, Government, and the International Economy**

- National income and balance of payment accounting
- Exchange rate theory
- Political regimes
- International trade
- Foreign direct investment
- Portfolio capital
- Global environmental issues

## Module 6: **Strategy and Human Resources Management**

- Develop a mastery of a body of analytical tools and the ability to take an integrative point of view.
- Use these tools to perform in-depth analyses of industries and competitors, predict competitive behaviour, and analyze how firms develop and sustain competitive advantage over time.
- Important issues of human resources management and their functions
- Understand the Human Resources Planning Process
- Understand Relationship between Job Analysis and Job Descriptions
- Understand Recruitment Methods and Alternatives
- Understand the Employee Selection Process
- Understand Employee Selection Tests and their Characteristics
- Understand the Employment Interview Process
- Understand the Pre-Employment Screening Process
- Understand the Employee Training and Development Process
- Understand the Management Development Process
- Understand the Organizational Development Process
- Understand the Career Planning and Development Process

- Understand the Employee Performance Appraisal Process
- Understand Employee Relations Issues

### **Module 7: The Entrepreneurial Manager**

- Identify potentially valuable opportunities.
- Obtain the resources necessary to pursue an opportunity and to create an entrepreneurial organization.
- Manage the entrepreneurial organization once it has been established.
- Grow the business into a sustainable enterprise.
- Create and harvest value for the organization's stakeholders.

### **Module 8: Leadership and Corporate Accountability**

- . Understand Importance of Planning & Organizational responsibility
- Understand Importance of Directing & Leading in corporate level
- Understand Importance of Controlling & Measuring in corporate level
- Understand Importance of Motivating in corporate level
- Understand Importance of Problem-Solving
- . Legal, ethical issues
- . Economic responsibilities of corporate leaders
- . Management and governance systems

### **Module 9: Research Methods and Dissertation for Manager**

- Understand different type of research
- Understand concept of Research methods
- Understanding hypothesis and formulation
- Understanding qualitative and quantitative analysis
- Understanding research design
- Understanding the importance of supervised work

### **Module 10: Thesis presentation and defence**

- Presentation of supervised work minimum 40000 words

- Preparation of defending supervised work