



COURSE DESCRIPTION

CORE BUSINESS AND MANAGEMENT EDUCATION COURSES (6)			
CBME1	Operations Management (TQM)	3	This course provides a solid understanding of the role of operations in an organization. It provides understanding of the set of activities that creates value in the form of goods and services by transforming inputs into outputs. It lets students understand the production activities that goes on in the organization, whether the end product is a good or service. This will also help students understand how OM affects society and life.
CBME2	Strategic Management	3	This course is all about the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives. Strategic management focuses on integrating management, marketing, finance and accounting, production and operations, research and development, and computer information systems to achieve organizational success. This course also covers strategy formulation, implementation, and evaluation, with strategy planning referring only to a strategy formulation. This course instills the purpose of creating new and different opportunities and exploiting them.
BUSINESS ADMINISTRATION CORE COURSES (24)			
BAC1	Basic Microeconomics (Eco)	3	This course deals with the study of the behavior of individual economic units. It studies how industries and markets operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions. It specifically deals with the concepts of supply and demand in the market, consumer behavior, production and cost, and competition. It also presents a study on the basic principles of economics.
BAC2	Business Law (Obligations and Contracts)	3	This unit includes the discussions of the basic principles in obligations and contracts formulation. Discussions will center more on laws included in business management.
BAC3	Taxation (Income Taxation)	3	This introductory tax course is primarily concerned with income taxation. It involves basic principles and rules of the income tax system as they apply to individual, partnership, corporation, and trust. The course emphasizes the concepts of filing requirements, the determination of and adjustments to gross income, personal and business deductions and business income. Some of the basic elements of corporate taxation will be introduced.
BAC4	Good Governance and Social Responsibility	3	This course is designed to provide and stimulate issues on ethics and social responsibility encountered in the business setting. The course aims to equip students with insights into professional standards and the responsibilities of business students in their future careers. The course will also tackle past and present issues on corporate governance and social responsibility.



COURSE DESCRIPTION

BAC5	Human Resource Management	3	This course is a complete introduction to business responsibilities in the area of human resources. Discussion subjects include laws, human resource planning, recruitment, selection, performance appraisal, training, pay systems, health & safety, wellness, unions, discipline, and modern changes in the workplace.
BAC6	International Business and Trade	3	International Trade provides a host of topics on international trade agreements, trade policies and restrictions, counter trade, world trade, tariffs, foreign exchange and balance of payments. This course provides materials to students to enable them to capsulize their knowledge of international trade especially entered into by ASEAN-member nations. The course also equips students with fundamental knowledge on trade among nations in preparation for globalization.
BAC7	Business Research	3	This course introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Students will complete an individual research proposal based on a business topic of interest, using the course's textbooks and selected scholarly and peer reviewed sources.
BAC8	Feasibility Study	3	This unit involves the preparation of a feasibility study on developing a business enterprise - sole proprietorship, partnership or corporation.
PROFESSIONAL COURSES Major in: Human Resource Management and Development (24)			
BAHRD 1	Administrative and Office Management	3	This course is a study of the different phases of administrative office management and its vital role in the business organization. It also includes the importance of AOM on management, technology, management's decision making and the need for good planning toward job satisfaction and self-actualization. It covers topics like the basic concepts of AOM, managing a culturally diverse workforce, managing administrative services, and controlling administrative services.
BAHRD 2	Labor Law and Legislation	3	The course covers the introduction to the basic concepts and principles of the Philippine Labor Code as an indispensable tool in human resource management. Knowing the various labor and social legislation is as indispensable as knowing the basic laws of the land. The scope will also cover the different government instrumentalities involved in implementing labor and social legislations like the Department of Labor, National Labor Relations Commission, the Social Security System, etc. The student is given the opportunity to learn how the various labor laws affect the manner business operates, the interplay of



COURSE DESCRIPTION

			various sectors, and the limitations and scope of freedom in the workplace will influence the culture of the organization.
BAHRD 3	Recruitment and Selection	3	This course covers the fundamental methodologies of attracting new talents needed by the organization with emphasis on effective sourcing of manpower, selection of prospective employees, matching job requirements with qualifications of applicants in the work place, and induction of newly hired employees to facilitate their integration in the new business environment. The students will be oriented with the strategies and techniques to fill up vacant positions at the right time with adequate qualifications of new hires will help organizations achieve its business plans and operational objectives for a given period.
BAHRD 4	Training and Development	3	The course discusses training as related to organizational objects. Training models, learning theory, evaluation methodologies, instructional techniques and topics of special interest are emphasized
BAHRD 5	Compensation Administration	3	The course includes examination of theories, models, and procedures required to develop compensation and reward systems in organizations. Economic, psychological and social elements of compensation. Determination of compensation structures and differentials, forms of compensation and reward, compensation levels are included as well.
BAHRD 6	Labor Relations and Negotiations	3	The course uses cases, lectures, and simulations to develop negotiation skills in a variety of management situations, including union-management relations. Issues include pre-employment discussions, collective bargaining, arbitration, mediation, agency, renegotiating contracts, and multiparty discussions.
BAHRD 7	Special Topics in Human Resource Management	3	The course covers range of major issues impacting on human resource management in organizations including demographic and social change, ethics in HRM, managing diversity, assessment center techniques, the impact of Government legislation on HRM, the contribution of HRM to improving productivity, managing outsourcing, and career development and mentoring.
BAHRD 8	Organizational Development	3	The student will be given the general idea of what is involved in developing an organization to achieve its vision and mission and its philosophies and culture to ensure its competitiveness in a globalized economy. The scope will cover such topics as principles and theories of organization development, organization design and structuring, training and development, performance management, culture and change management. It focuses on the management of organizational change/interventions from a system perspective. The students will gain sufficient knowledge to appreciate the overall impact of these activities for the success of an organization.
Internship (6)			
Internship1	Internship 1	2	Interns are required to complete 200 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever



COURSE DESCRIPTION

			possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Internship2	Internship 2	4	Interns are required to complete 400 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Elective	(15)		
	Marketing Management	3	This course aims to provide students with a thorough understanding of the role of marketing management in the society, the economy and the firm. It deals with the marketing strategies of management. Case analyses are used to encourage creative thinking, decision making, and policy formulation among students.
	Managerial Accounting	3	The course is designed to prepare the student for effective financial decision-making at a managerial level. This course will introduce students specifically to managerial accounting: the accounting process that uses financial information to organize and govern finances within an organization.
	Global / International Trade	3	The course covers the theory and practice of international production and trade, aiming at understanding world trade, international factor movements (migration, guest works, multinationals and foreign direct investment, outsourcing, etc.), trade policy, trade agreements, trade conflicts, and case studies of recent patterns of international trade.
	Project Management	3	The course describes the attributes that characterize a project, the five steps of the project management process, and the variables involved in the project management process.
	Personal Finance	3	This course is about improving the ability to manage earnings. It provides understanding on the keys to financial success and answers the following questions: <ul style="list-style-type: none"> • What are their future financial needs? • How do you plan to meet those needs? • How will you manage earnings and expenses? This course will try to produce financial literate business professionals.
	Management	3	This course provides instructions in principles of management that have general applicability to all types of enterprises, basic management philosophy and decision making, principles involved in planning, organizing, leading, and controlling, and recent concepts in management. This course is a thorough



COURSE DESCRIPTION

			exploration that provides students with effective people-management skills that they can use immediately.
	Entrepreneurial Management	3	The course aims to teach the approach of entrepreneurs used in identifying opportunity and creating new ventures, the analytical skills that are needed to practice this approach, and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.
	Logistics Management	3	This course covers topics on supply chain management. This includes subjects such as domestic and international transportation, transportation economics, supply chain strategy, logistics system design, procurement, reverse logistic, e-logistics, and information systems for logistics and supply chain management.
	Environmental Management System	3	This course surveys the scientific principles of environmental issues and environmental management practices, with attention to the health of both humans and the ecosystem. Fundamental and emerging topics related to air and water pollution, water use and management, aquatic ecosystems, energy and climate change, biodiversity, toxic substances in the environment, solid waste management, and regulatory strategies for risk assessment and environmental management are examined.

PROFESSIONAL COURSES Major in: Financial Management (24)			
BAFM1	Financial Management	3	This course is an introduction to financial management and finance, cash flows and financial analysis, the make-up of interest rates, risk and the time value of money in financial calculations, the techniques of valuing bonds and stocks and the risks associated with valuations, capital budgeting techniques, cash flows estimation and risks in capital budgeting, the components of capital, the cost of capital and leverage, managing working and capital, cash and financing, corporate financial planning, and corporate restructuring and international finance.
BAFM2	Financial Analysis and Reporting	3	This course deals with solving common financial problems. The primary focus is on equity (share) valuation, with some attention given to credit analysis and the valuation of debt. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value and a comparison of accounting and discounted cash flow approaches to valuation, methods of financial statement analysis, testing the quality of financial reports, designing value-added metrics, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, and the determination of price/earnings and market-to-book ratios.



COURSE DESCRIPTION

BAFM3	Banking and Financial Institutions	3	Courses in this area are designed to develop an understanding of financial institutions and financial markets and their relationship to public policies and management policies. Included are studies of market structure, profit strategies, relationship of commercial banks and other financial institutions, problems of asset and liability management, and theory of interest and asset prices.
BAFM4	Monetary Policy and Central Banking	3	<p>Part 1: Introduction and Overview</p> <ul style="list-style-type: none"> • Barter, Payments and a Money Economy, Money, Inflation, Interest Rates and Output Intermediation and the Financial System, Financial Instruments, Markets and Institutions, Interest Rates and Term Structure • Financial Services Industry, Origins of Banks, Why the Financial Industry is Special, Banking and Financial Regulation, Risks in Financial Intermediation • Money Creation and Central Banking, Multiple Deposit Creation, Demand and Supply for Money and Reserves, Deposit Creation by Banks and the Role of a Central Bank, Instruments of Monetary Policy • Operation of the Monetary Board <p>Part 2: Central Banking</p> <ul style="list-style-type: none"> • Central Banking Chapters, Crosses, Models, and Curves, Monetary Theories and Policies, Ideas and Results
BAFM5	Investment and Portfolio Management	3	A study of fundamental theories of optimal portfolio selection, investment evaluation, securities valuation, industry and company analysis in relation to stock market operations, management of fixed income investments, and international portfolio diversification.
BAFM6	Credit and Collection	3	<p>This course covers techniques of establishing the credit, obtaining and checking information, servicing the loan, billing and collecting the amount due. Each of a bank's installment credit operation is carefully scrutinized. After successfully completing this course the student should have a working knowledge of:</p> <ul style="list-style-type: none"> • Collection policies and procedure • Principles of credit evaluation • Open-end credit • Direct lending • Leasing of consumer goods • Indirect lending • Legal aspects of installment credit • Organizing and managing an installment loan department.



COURSE DESCRIPTION

BAFM7	Capital Markets	3	This course focuses on Capital Market Theory, its efficiency and implications. It establishes its coherence with the rest of the financial institutions within the financial environment. The course also deals with the relationship of the financial market with the government and how the latter stands a powerful influential tool. The course likewise attempts to develop the analytical ability of the students through various financial case presentations.
BAFM8	Special Topics in Financial Management	3	It provides an overview of tools, techniques, and frameworks commonly used as part of market and industry assessments, on engagements involving substantial operational and organizational analysis. It highlights the principle financial analytical tools used to conduct strategic analysis and indicates the link between corporate strategy and performance through measurement frameworks used frequently to provide decision making information to management.
Internship (6)			
Internship1	Internship 1	2	Interns are required to complete 200 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Internship2	Internship 2	4	Interns are required to complete 400 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Elective	(15)		
	Public Finance	3	This course focuses on the examination of issues central to majority of the most pressing issues in public affairs: market outcomes, government expenditure programs, and taxation. It also examines the major strengths and weakness of the market and explores why government involvement is necessary, studies the models welfare economics use to describe optimal patterns of government expenditure and taxation, uses the models to analyze real-world problems and programs, and uses of both efficiency and equity criteria to evaluate many policies and policy proposals.
	Entrepreneurial Management	3	The course aims to teach the approach of entrepreneurs used in identifying opportunity and creating new ventures, the analytical skills that are needed to practice this approach, and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.



COURSE DESCRIPTION

Mutual Fund	3	<p>This course on provides an in-depth coverage of the mutual fund industry and its operations in an interactive format. It is intended to familiarize students with the basic concepts related to mutual funds.</p> <p>Using a balance of theory and practical application, this course explores the approaches that will further improve and lessen the hidden pitfalls of mutual fund investing. Mutual funds covers a broad range of topics, including understanding the advantages and disadvantages of mutual funds, evaluating stock/bond allocations within fund portfolios, assessing fund diversification risk, measuring fund returns and risk, and making fund buy/sell decisions.</p>
Global Finance with Electronic Banking	3	<p>This course is a review of basic corporate finance terms, issues in international trade and multinationals, macro determinants of exchange rates, foreign exchange markets, futures and options, parity conditions and more on hedging, measuring accounting exposure, managing accounting exposure, international financing, capital budgeting and the cost of capital, transfer pricing, and asset management.</p>
Personal Finance	3	<p>This course is about improving the ability to manage earnings. It provides understanding on the keys to financial success and answers the following questions:</p> <ul style="list-style-type: none"> • What are their future financial needs? • How do you plan to meet those needs? • How will you manage earnings and expenses? <p>This course will try to produce financial literate business professionals.</p>
Cooperative Management	3	<p>This course outlines the process of organizing and financing the cooperative business. It represents the most important elements to consider when forming a cooperative. It lists what special expertise is necessary and where to look for help. The subject emphasizes working with groups of producers to develop markets and sources of supply. This study has been broadened to also include non-farm cooperative applications. The cooperative business structure, already shown to be successful in agriculture, also has been useful in helping others obtain desired benefits or provide needed services in areas like housing, utilities, finance, health care, child care, and small business support.</p>
Treasury Management	3	<p>The course aims to introduce the students to a more intensive discussion of the various domestic and international treasury functions, concepts, and products of a financial institution. The topics include international trading, securities leadership, reserves and money position management, funds management, tax position management, pricing of treasury products, FCDU management, foreign exchange exposure management, and risks and controls in treasury operations.</p>
Risk Management	3	<p>This course covers the strategies employed including transferring the risk to another party, avoiding the risk, reducing the negative effect of the risk, and accepting some or all of the consequences of a particular</p>



COURSE DESCRIPTION

			risk. Traditional risk management focuses on risks stemming from physical or legal causes (e.g. natural disasters or fires, accidents, death, and lawsuits). Financial risk management, on the other hand, focuses on risks that can be managed using traded financial instruments. Intangible risk management focuses on the risks associated with human capital.
	Security Analysis	3	This subject is intended to develop a student's ability to analyze financial statements for the purposes of assessing a company's financial stability, performance, and efficiency. The subject involves the analysis of failed and non-failed companies, employing both classical rates analysis and the failure production models.
	Behavioral Finance	3	This course covers the main insights and findings from behavioral finance and studies the psychological phenomena that influence investors, analysts, and portfolio managers. Wherever possible, short cases are used to convey key points.
	Franchising	3	The course introduces franchising as a method of retail business in which the investor/franchisee makes an investment in the form of a franchise fee in exchange for the right to promote goods, services, and/or processes directly to the public. A franchise usually has a recognizable name or trademark. Franchising involves the integration of independent companies at different levels and in different areas of production and distribution. This integration permits more effective sales and advertising.
	Financial Controllership	3	This course focuses on the controllership function in a business organization with focus on financial institutions (banks, investment houses, finance companies, stock brokerages, and insurance companies). It covers the management of data and information, the systems of control through operating and capital budgets, tax administration, protecting of assets, and general internal control systems and procedures.
	Venture Capital	3	The course surveys the private equity industry, with an emphasis on financial economic tools useful for leveraged buyout and venture capital investing. The main goal of the course is to equip students with the financial background to start a career as a private equity investor.



PROFESSIONAL COURSES Major in: Marketing Management (24)			
			COURSE DESCRIPTION
BAMM1	Professional Salesmanship	3	Course description on a professional basis that takes into account the demands of changing times, advanced technologies, new products, and sophisticated buyers.
BAMM 2	Marketing Research	3	This course that deals with the study of the planning, collecting, and analyzing of data relevant to marketing decision making and communicating the results of this analysis to management. It further deals with the function which the consumer, customer and public to the marketer through information that is used to identify and define marketing opportunities and problems, generate, refine and evaluate marketing actions, and monitor marketing performance and improve understanding of marketing as a process.
BAMM 3	Marketing Management	3	This course covers the nature, importance and techniques on sales management. The organization and the different aspects of organizing and strategic planning for selecting applicants for an effective sales force are also emphasized. This also discusses planning for effective marketing.
BAMM 4	Distribution Management	3	The course covers the principles and functions of distribution management, the roles of marketing channels and physical distribution in the marketing system, the cost implications of management decisions involving distribution. The course aims to crystallize student's understanding of distribution cost analysis through their involvement in exercises and actual projects in the area of distribution management.
BAMM 5	Advertising	3	This course aims to provide thorough understanding about advertising and the real world. It will help student analyze marketing/advertising opportunities and will be able to know the process in creating and advertising plans. This course discusses details about advertising foundation and environment, advertising media, and creating advertising. This will introduce student to the richness and variety of the advertising world.
BAMM 6	Product Management	3	The course discusses product management typically deals with all of the end-to-end aspects of a product or product line including product profitability, the role may be split with closely related functions Product marketing, program management, and project management.
BAMM 7	Retail Management	3	This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. Students will analyze current multi-channel retail strategies among bricks-and-mortar and web-based firms. Retailing is changing today and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies. We will consider the development of a retail format and its strategy, the analysis of a target market, demographic analysis related to site selection, retail personnel issues, and category management. Buying, financial analysis, and pricing will also be investigated.
BAMM 8	Pricing Strategy	3	The course establishes a foundation for effective pricing decisions by teaching key economic, analytical, and behavioral concepts associated with costs, customer behavior, and competition; introduces students



COURSE DESCRIPTION

			to advanced pricing techniques that aim to create additional value, including dynamic pricing, segmented pricing, pricing structures and promotions, and highlights practical applications of these approaches within specific industry contexts.
Internship (6)			
Internship1	Internship 1	2	Interns are required to complete 200 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Internship2	Internship 2	4	Interns are required to complete 400 hours of internship experience in conjunction with the designated internship coordinator. The internship experience will emphasize supervisory responsibilities whenever possible. This experience will be formulated by the faculty, the designated coordinator, the student, and an industry professional - a cooperative effort that helps to ensure the student's success. The internship will be augmented by written and oral reports, industry performance evaluations, and faculty oversight.
Elective	(15)		
	Consumer Behavior	3	This course involved a study of consumer behaviour as a tool for marketing decision. It describes the rationale for studying, the consumer behaviour outcomes, and the consumer behaviour process: the psychological core, the process of making decisions, and the postdecisions evaluation. Consumers culture, consumer behaviour outcomes and issues concerning consumer welfare is also discussed.
	E-Commerce and Internet Marketing	3	This course parallels the study of basic marketing and explores key marketing concepts in the context of today's digital/Internet environment. It fills the gap for those who have found internet marketing studies, which suffers from too much "E" and not enough marketing or are too narrowly or technically focused on e-commerce. This course will introduce the student to many marketing uses of the internet. Featured are both discussions of E-Marketing strategy and practice with webpage authoring skills. Projects range from solving e-marketing problems to interviewing a professional and creating a web site. The student will be exposed to the development or evaluation of a strategic marketing plan for a product or product mix offering on the internet and development or evaluation of the company's e-strategy and web site.
	Entrepreneurial Management	3	The course aims to teach the approach entrepreneurs use in identifying opportunity and creating new ventures, the analytic skills that are needed to practice this approach, and the background knowledge



COURSE DESCRIPTION

			and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures.
	Special Topics in Marketing Management	3	Discussions and evaluations of significant trends and updates in the field of marketing management will be the focus of this subject.
	Personal Finance	3	The course presents essential knowledge and skills to make informed decisions about real world financial issues. Students will learn how choices influence occupational options and future earning potential. Students will also learn to apply decision-making skills to evaluate career choices and set personal goals. The course content is designed to help the learner make wise spending, saving, and credit decisions and to make effective use of income to achieve personal financial success.
	Sales Management	3	This course relates to the principles of sales management functions. The subject covers the functions and methods of recruiting, selecting, training, motivating, equipping, compensating, controlling, and supervising salesmen. It will teach students to understand the nature of the scope of work of an executive responsible for group sales persons tasked to promote and sell a particular product and understand and discover new selling techniques in a highly competitive and technologically advanced marketing environment. The student will learn to prepare a sales program for a given product, beginning with the launching stage until the full cycle has been completed, integrating therein his social responsibilities towards consumers and other sectors of society.
	International Marketing	3	This course is intended to familiarize the students with the principles and practices of global marketing. The topics include the scope and challenge of international marketing, the cultural environment of global marketing global marketing management, and the corporate context of marketing.
	Franchising	3	The course introduces franchising as a method of retail business in which the investor/franchisee makes an investment in the form of a franchise fee in exchange for the right to promote goods, services, and/or processes directly to the public. A franchise usually has a recognizable name or trademark. Franchising involves the integration of independent companies at different levels and in different areas of production and distribution. This integration permits more effective sales and advertising.
	Direct Marketing	3	This course deals with the expanded materials on the internet and other digital media and brand information on E-business (including e-communications, banners and e-mail, permission marketing) also includes E-commerce (on line merchandising and usability and navigation of web sites) and E-services (on line customer service, live operators, on line chats) linking with call centers up to the minute coverage of data base marketing, including data mining in database expanded coverage of consumer privacy, issues new information on customer relationship marketing and tele-services.



COURSE DESCRIPTION

Services Marketing	3	This course examines the need for marketing in service industries, develops an understanding of the ways in which service marketing differs from product marketing, and improves students' understanding of how service characteristics affect the marketing function. Students learn to develop and implement marketing plans for service organizations
Industrial / Agricultural Marketing	3	The course covers strategies on how to identify and promote new industrial uses for our country's agricultural commodities. It includes net working with the private sector to develop environmentally friendly products and technologies, using raw materials produced in agriculture.
Cooperative Marketing	3	This course outlines the process of organizing and financing a cooperative business. It represents the most important elements to consider when forming a cooperative. It lists what special expertise is necessary and where to look for help. The subject emphasizes working with groups of producers to develop markets and sources of supply. This study has been broadened to also include non-farm cooperative applications. The cooperative business structure, already shown to be successful in agriculture, also has been useful in helping others obtain desired benefits or provide needed services in areas like housing, utilities, finance, health care, child care, and small business support.
New Market Development	3	The course aims to study services which are offered to provide cost effective support to business planning, market forecasts and strategy development (market research reports including market essentials, marketing consultancy including the customer insight style of reporting, and commercial due diligence for financial providers and companies involved in acquisitions and mergers).
Strategic Marketing Management	3	The course introduces students to the process of developing and managing marketing strategy, examining how firms create and sustain customer value from market analysis and product positioning to communications and channel systems design.
Environmental Marketing	3	This course satisfies two interrelated objectives: to improve the students' marketing decision-making ability through the solution of complex multinational marketing problems and to increase the student's sensitivity to different cultural, socio-economic and legal environments encountered in the international marketplace. The course uses readings, cases and a group project.