Dubai

HULT International Business School
GET PLUGGED IN TO THE WORLD

Module D

Change Management,
Prof. Michael Wagemans
Management
This course will arm students with practical skills and hands-on tools for planning and guiding large-scale systemic change (major strategic shifts, business turnarounds, organizational and cultural transformations), managing specific change projects (innovations, pilot projects, new and emerging ventures), and diffusing or scaling up specific projects for company growth or change. Both external consultants and internal change leaders will find these skills useful. Challenges of globalization, new technologies, industry restructuring, increased public scrutiny, and other pressures on today's businesses require change skills throughout the organization - for improvement and renewal as well as turnaround and transformation, for cost-reduction and consolidation as well as innovation and growth. Stakeholder demands for performance improvement, accountability, and competitiveness increasingly require organizational cultures that are change-ready and change-adept.

Connecting with the Customer,
Prof. Julie Yao Cooper
Marketing
This course is designed to expose participants to the latest concepts, strategies, and tactics used by today's leading marketing practitioners. Through lectures, readings, case discussions and final team projects, practitioners will learn to assess and apply best-in-class techniques in such areas as communications, promotions, customer management and branding. The course will promote the view that successfully connecting or marketing, to a customer comes from first building a deep understanding of the customer. Designed as an overview course, the class will approach each topic from a global perspective, in keeping with Hult's international emphasis.

Introduction to Digital Marketing,
Prof. Gruenbaum
Marketing
If the 20th century saw the emergence of digital technologies and the beginning of their application, then the 21st century will be where the real revolution occurs. The history of technological innovation tells us that there is always a lag between invention and full implementation of a technology as we struggle to understand the full potential of a technology and catch up with the social implications it brings.
This interactive program will look at the journey we have taken thus far, give practical insight into how this effects marketing now and then looks at the journey ahead. By the end of the course you will understand the digital marketing techniques currently being employed by leading businesses and understand how this is only the beginning of a journey that is going to fundamentally revolutionize how we do business, enjoy entertainment and interact with each other.

Mergers and Acquisitions / Business Evaluation,
Prof. LaBlanc
Finance
This course focuses on the design, analysis, and implementation of financial strategies aimed at repositioning and revitalizing companies faced with major competitive or environmental challenges, problems, and opportunities. The course helps students learn how to create corporate value by implementing dramatic changes in business. Discussions will focus on debt restructuring, leveraged buyouts and recapitalizations, corporate downsizing programs, mergers and acquisitions, corporate spin-offs, divestitures, and tracking stock. The goal is to learn to identify the processes to follow, the methodologies used, and the benefits and risks associated with business combinations. We aim to integrate knowledge from strategy, accounting, finance and management in the area of M&A. Emphasis will be given to the contemporary expectations and requirements of good governance, based on the roles corporations play in the society. The course is case-based, with occasional lectures.

Module E

Financial Statement Analysis,
Prof. Mufeed Rawashdeh
Finance
This course aims to provide students with the conceptual background and technical skills to be able to analyze financial reports prepared in accordance with generally accepted accounting principles, scrutinize disclosures made by management and by other intermediaries, become conscious of the underlying information environment in which capital markets operate, and make informed decisions regarding the valuation of equity securities. It draws on several disciplines— particularly business strategy, economics, accounting and financial reporting, and corporate finance—and integrates relevant aspects from these disciplines into a systematic framework that can be applied in equity analysis and valuation.

Fundamentals of Entrepreneurship,
Prof. John Newman
Entrepreneurship
Far too often, good business ideas fail because the entrepreneurs behind them don't understand how to fit their ideas to the market or obtain the resources they need successfully. Using a combination of case analyses, class discussion, outside speakers, and a final project, the course is a broad and realistic introduction to entrepreneurship to help students make career choices while sharpening their analytical skills. The course is invaluable to anyone who hopes to lead the development of a new product or service whether you are starting your own company, managing a privately-owned firm, or leading a project within a larger, more established firm.

High Performance Innovation,
Prof. Hitendra Patel
Entrepreneurship
This course will cover the definition of innovation, the barriers and enablers for making innovation real in companies, the core principles for innovation management (platforms, portfolios, partners, pipelines, concepts and culture), and how innovation management is being applied by fast-followers and companies in commodity industries.

International Negotiations,
Prof. Guittard
Management
We are all instinctive negotiators. We negotiate at work and at play. But are we as effective as we could be? Structured around individual and group exercises, this course aims to enhance the student's ability to prepare for, and conduct negotiations in an international business context. It culminates in an investment simulation, based on a choice of whether to create alliance in China or India, which elucidates the dynamics of hi-tech international negotiations. Throughout the course, students are expected to prepare a game plan, negotiate with classmates, submit a journal of the negotiating experience, and self-critique their own negotiating skills.

Managing People,
Prof. Merwyn Strate
Management
People are clearly a global organization's most critical resource. Their knowledge and skills coupled with their commitment, creativity and effort are the only basis for consistent competitive advantages. This course is an analysis of the challenges and opportunities associated with developing, managing and leading people in today's dynamic and complex global market place. The focus of this course will be on the people side of business from a general management perspective. Practical application of best practices in recruiting, developing and retaining the talent required to build a high performing, diverse and competitive global workforce are examined. Development of personal, group, organizational and cultural skills and knowledge serves as central goals throughout this course.

Project Management,
Prof. Shawn O'Donnell
Management
This course is an intensive review of project management frameworks, tools, and techniques. We will cover the fundamentals of project selection, definition, initiation, planning, execution and close-out. In addition to mastering key project-specific management approaches, students will learn how to apply skills and experience from general management in the special context of projects.

While the course provides comprehensive preparation for those pursuing project management certification, the content of the course is designed to appeal more broadly to all managers interested in developing their abilities for project environments.

Solutions Marketing,
Prof. Steve Hurley
Marketing
The concept of solutions marketing is a relatively new one, with very little written about it in academia. In several leading industries however, it is becoming the dominant business model. Technology-based companies, professional services firms, and financial services companies are leading the way in moving to a solutions model. This course will provide the latest thinking and techniques that are being applied inside some of the world's biggest and most influential companies. Many of the insights provided to the students are drawn from the research and consulting experiences of ITSMA, the world's leading services/solutions marketing and sales association focused primarily on the technology sector.

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