

San Francisco

Module D

Change Management,

*Prof. Amit Mukherjee
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.

Cross-Borders Mergers & Acquisitions (NEW),

*Prof. Farhoud Kafi
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.

Entrepreneurial Finance,

*Prof. Bill Hancock
Entrepreneurship*

The course covers effective financial and business techniques necessary for a successful business startup. The course provides the essential tools and know-how you need to build a sturdy foundation for a profitable business. A practical road map is developed to guide the student from crafting a meaningful business plan to raising their business to the next level. The course offers potent methods for keeping firm financial control of their enterprise and insightful tips for avoiding the multitude of financial barriers that may block their entrepreneurial dream.

Marketing Research,

*Prof. Chris Buss
Marketing*

The objectives of this course are multiple and relate to effective information management. To develop an understanding of the techniques and procedures that can be used to generate timely and relevant marketing information. To gain practical experience in developing and analyzing information that is decision-oriented. To gain experience in developing strategies and making recommendations based on relevant and timely marketing research information.

Foreign Market Entry Strategy,

*Prof. Chris Buss
Marketing*

Foreign Market Entry Planning and Implementation will lead the participants through the hands-on process used by companies to establish market positions in new-to-company countries. Ideally, participants will work for a local company and develop a foreign market expansion plan for that company and present it to the managers. If this is not possible, then they will prepare the plan for a suitable company with the capabilities and opportunities to expand into new country markets. The course will cover issues such as foreign opportunity identification and evaluation, tools, techniques and data sources for international market research, in-country partner selection and evaluation, exporting procedures, international selling processes, international market planning including pricing, distribution and promotion. Participants will leave the course knowing how to plan, implement and manage the process of harvesting market opportunities in new to company markets.

National Strategies and the Global Economy (NEW),

*Prof. Farhoud Kafi
Management*

This course develops students' ability to understand and interpret the global economy of which all companies and countries are a part. In today's world, no manager can be effective without such an understanding. Topics include (1) analyzing, interpreting and forecasting the business environment in a single country; (2) exploring the causes and consequences of global interdependence; (3) learning how government policies affect the evolution and dynamics of global industries, such as oil, transportation, financial services, or manufacturing; and (4) drawing the managerial implications of the above.

Leadership in the Global Village: The Path of Authentic Leadership,

*Prof. Keith Merron
Management*

The path of leadership is never straight and narrow. For the individual, leadership means remaining true to one's current capability, while at the same time searching to become all of who one might be. For the organization, it requires remaining loyal to the company's core com-

petence, while at the same time, responding skillfully to changes in the business environment. In the globalvillage, leadership requires the ability to be true to oneself, while at the same time demonstrating enormous ability to flex to the diverse needs of people who represent differing nationalities, ethnicities, genders, preferences and capabilities.

Advertising,

*Prof. Jorge Menendez
Marketing*

Advertising is a hands-on course in nurturing the development of useful skills, knowledge, and understanding on how to influence people through advertising and brand promotion. The course includes examining lecture-based, story-based, and vignette advertising executions. The course includes exercises in creating advertising using all three approaches and student field exercises in creativity and execution provides in real-life field applications with the objective of gaining customer behavioral responses to advertising executions.

Behavioral Finance,

*Prof. Greg LaBlanc
Finance*

Behavioral finance is the study of how non-financial factors such as emotion, social and psychology impact on market prices, rates of return and the dynamics of buying and selling on commodity and exchange markets. This course is particularly useful to those students wanting a deep understanding of how group psychology can drive behaviour on trading rooms.

Convergence in Global Finance (NEW),

*Prof. Ira Summer
Finance*

Correlation between asset classes and international markets has created a conundrum for portfolio managers. It is now no longer possible to hedge a portfolio against a down turn in China by increasing exposure in Brazil. Thanks to technology and the increasing internationalization of finance markets are now correlated more than ever before and student will learn and understand the threats and opportunities provided by such a condition.

Entrepreneurship,

*Prof. Larry Louie
Entrepreneurship*

The Entrepreneurship course is designed to integrate and synthesize functional areas of business (e.g. marketing, finance, accounting, operations, and management) in order to understand entrepreneurship and business planning. You will use your prior work experience, Hult coursework, and personal interests to create a written business plan and make an oral presentation of the business plan. Students may create a business idea for a new venture or as an "intrapreneurship" idea for an existing company. Elements of the plan will include a business description, market opportunity, target market characteristics, unique value proposition, technology, competitive assessment,

business model, launch strategy (marketing and sales), financial projections, capital needs, and valuation of the venture for new equity investors.

Module E

Globalization of Emerging Markets,

Prof. Partha Anbil
Finance

This course would provide an overview of Globalization of Emerging markets, a 3.0 credit elective course for Hult MBA and Executive MBA programs. This course would examine the distinctive business environment of emerging markets and how that context shapes the opportunities, risks, and strategic approaches of domestic and foreign firms operating in emerging economies. The cases used in the class would illustrate that the impact of the integration of large emerging markets, particularly the BRIC countries (Brazil, Russia, India, China, and Turkey) into the global economy is not only macroeconomic. The globalization of emerging markets is also reshaping the competitive environment for firms based or operating in these countries. This course would offer a conceptual framework for understanding emerging markets and, using the framework, would push students to evaluate and formulate emerging market strategies based on real-life cases on both indigenous firms and multinational corporations. Given the international diversity of Hult classes, this course would invoke a lively participation and there is some thing for everyone in this course to be able to relate and participate.

Introduction to Digital Marketing,

Prof. Philippa Gamse
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.

Marketing Research,

Prof. Hunter Hastings
Marketing

The objectives of this course are multiple and relate to effective information management. To develop an understanding of the techniques and procedures that can be used to generate timely and relevant marketing information. To gain practical experience in developing and analyzing information that is decision-oriented. To gain experience in developing strategies and making recommendations based on relevant and timely marketing research information.

New Product Development (NEW),

Prof. Thea Bellos
Marketing

An important part of the marketing mix is how the product is designed and whether or not it fits the intended market. This course is conducted as an intensive workshop, which covers the process of idea generation, screening, concept development, testing, and commercialization of new products. Course components include case studies, lectures, class discussions, and presentations. The different components of the course are integrated and provide a systematic framework for new product development and marketing. By the end of the course students should (1) Understand key strategies and processes that impact the success of new product development and marketing; (2) Understand key issues of global market expansion; (3) Explore the innovation and sustainable development of new products/services.

Performance Measurement & Presentation (NEW),

Prof. John Mulcahy
Finance

What makes an ethical, fair and accurate presentation of investment performance? This course will survey the issues and practices surrounding investment performance measurement, attribution and evaluation. Subjects covered include: calculating returns for portfolios with derivatives, the use fund composites, the selection of benchmarks and alternative measures of risk.

Pricing Strategy (NEW),

Prof. Chris Buss
Marketing

Managerial Pricing Strategy prepares the participant in the fundamentals of managing the pricing function of organizations. A core feature of this seminar is the exploration of the critical strategic role that pricing plays in the financial and marketing performance of the company. The course is designed to give both the theoretical and practical knowledge necessary to identify, analyze and solve issues in pricing strategy and implementation. In this course participants are to assume the role of a practicing executive by generating ideas, identifying problems, analyzing and evaluating alternatives, and formulating workable action plans. They are expected to put knowledge from the class into practice. Participants will explore these issues through participative class sessions with lectures, exercises, case analyses and discussions. Classes are designed to familiarize students with the dimensions of pricing strategy and its extension to the company's marketing environment. Class format varies throughout the course. In some class sessions, there will be a lecture on specific topics while other sessions will consist of case discussions of a particular topic or a discussion of the branding concepts, tactics and strategies.

Project Management,

Prof. Marty Patton
Management

The rapid pace of technological innovation has lead to companies and individuals needing to organize themselves to face up to managing a range of projects. But why are there so many project management methodologies, frameworks, theories and perspectives? Are all these very similar ways to say the same thing? How can project management knowledge, skills and insights help in developing your academic credibility? Why do 80% of projects fail when there is such a wide body of knowledge about the subject. In this course the students will develop a critical appreciation and understanding of project management methodologies such waterfall and agile and how to apply them to different types of projects.

San Francisco Campus

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