COURSE DETAILS

Master' Degree

32714 Consumer Behavior and Integrated Marketing Communication* (6 credits) **Course Learning Outcomes*

- 1. To have knowledge about consumer behavior.
- 2. To have knowledge of integrated marketing communication concept.
- 3. To have knowledge in integrated marketing communication model simulation.
- 4. To be able to apply and use marketing communication tools related to consumer behavior.

Course Description

This course considers consumer behavior concepts, consumer behavior analysis model simulator, buying behavior process, and the use of consumer behavior data for marketing management Students will also explore other concepts, characteristics, integrated marketing communication processes, marketing communication model simulation, use of marketing communication tools, defining integrated marketing strategy, budget allocation for integrated marketing communication, and evaluation of integrated marketing communication performance and effectiveness.

32716 Thesis (Business and Hospitality Management)

(12 credits)

Course Learning Outcomes

- 1. To be able to select research problems for a thesis.
- 2. To be able to survey and analyze literature related to the thesis.
- 3. To be able to design research for the thesis.
- 4. To gain knowledge and skill in writing and presenting the thesis proposal.
- 5. To be able to develop quantitative research tools.
- 6. To be able to develop qualitative research tools.
- 7. To be able to collect, analyze, and present data for the thesis.
- 8. To be able to present and defend the thesis examination.
- 9. To be able to write the complete thesis report.
- 10. To be able to write the research report for publication.

Course Description

Selection of the research problem; survey and analysis of relevant literature; research design; writing and presenting a thesis proposal; tool development for thesis research, both quantitative and qualitative research; data collection; thesis data presentation; thesis presentation and examination defending; writing the complete thesis report; writing the research report for publication.

Note: Work in process of School of Management Science

32717 Independent Study (Business and Hospitality Management)* (6 credits) **Course Learning Outcomes*

- 1. To be able to apply the knowledge of marketing research and marketing information technology system for decision making.
- 2. To have skills in applying concepts, theories and result from this course studied to analyze and research the administration problems focusing on the marketing management.

Course Description

This independent study allows students to propose topics or business issues that require study, work on research analysis and synthesis, write an academic treatise or book or develop prototype jobs, and apply the concepts, theories and methods that have been studied as well as write and present study results.

32735	Human Resource Management and Operations Management*	(6 credits)
	Course Learning Outcomes	
	1	
	2	
	3	
	4.	
	£ & 3	
	Course Description	
	2551550151555	
	\\$\\\\$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
32736	Business Research and Quantitative Analysis*	(6 credits)
	Course Learning Outcomes	
	1	
	2	

Course Description	
Financial Management and Strategic Management*	(6 credits)
1.	
2	
3	
4	
Course Description	
<u> </u>	
£ 🙈 3	
(() () () () () () () () () (
Marketing Management and Managerial Accounting*	(6 credits)
1/400 S	(0.0000)
· ·	
Course Description	
	Financial Management and Strategic Management* Course Learning Outcomes 1. 2. 3. 4. Course Description Marketing Management and Managerial Accounting* Course Learning Outcomes 1. 2. 3. 4.

32739	Brand Building and Supply Chain Management*	(6 credits)
	Course Learning Outcomes	
	1	
	2	
	3	
	4	
	5	
	Course Description	
	/ _ \	
	/ / /	
	/ A \	
	NG 01 10 5/4	
32740	Strategic Cost Management and Tax Planning*	(6 credits)
32/40		(o credits)
	Course Learning Outcomes	
	1. 74944911019 3101	
	2.	
	\$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
	2	
	3.	
	4	
	Course Description	

Note: Work in process of School of Management Science

32744	Advanced Managerial Finance and Security Analysis*	(6 credits)
	Course Learning Outcomes	
	1	
	2	
	3	
	4	
	Course Description	
	λ	
	Δ)	
	} {	
32745	Entrepreneurship in Hospitality Business*	(6 credits)
	Course Learning Outcomes	
	1	
	2	
	3.	
	4.	
	Course Description	
	(() ()	
	१ र अञ्चलकार ।	
22746	\$1279565656555555551 /	(6 111.)
32746	Service Innovation*	(6 credits)
	Course Learning Outcomes	
	1	
	2	
	Course Description	

32747	Gr	aduate Professional Experience in Marketing, Financial and (6 credits)
	Ac	counting, and Hospitality*
	Co	ourse Learning Outcomes
	1.	
	2.	
	3.	
	4.	
	5.	Α
		(_)
	6.) (
	Ca	ourse Description
		/ A \
		£ & 3
		E A 3
Note: W	Vork	in process of School of Management Science
		Last updated: 21-July-2023
		र्या विकास वितस विकास वि
		1219565555555555555555555555555555555555
		7.7/