

Abbreviated Course Syllabus

Course Number: S.BMM200
Course Name: Basic marketing
Instructors: Enkh-Amar.Ch
Required Text: Phillip Kotler "Marketing management", 2015, 9780133856460
 Bayrmaa.D "Marketing" 2007,978-99929-1-178-5

Course Description: Acquiring Comprehensive Theoretical Knowledge in Marketing: Basic Concepts, Marketing Environment, Marketing's Role in Organizational Activities, Marketing Information Systems, Fundamental Elements of Marketing, Consumer Market, Organizational Market, and Marketing Mix.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Marketing and its basic concepts	10
A. Concepts of marketing management	
B. Marketing information system and research system	
C. Marketing environment: macro environmental factors	
D. Marketing Environment: Microenvironmental	
II. Factors affecting consumer behavior and purchasing decisions	18
A. Consumer market and consumer buying behavior	
B. Organizational market and organizational purchasing behavior	
C. Market segmentation and target market selection	
III. Marketing mix	18
A. Products and Product Policy	
B. Pricing and Pricing Policy	
C. Distribution	
D. Activation	
IV. Marketing Planning	18
A. Marketing Planning	
B. Principles of branding and brand building	

Total Sessions (Coverage Hours)		64
<u>Summary of UG CPC Topics Covered in this Course:</u>		<u>Hours/Minutes (or % of a 3-Hour Course*)</u>
Functional Areas	a. Marketing	18
	b. Business Finance	2
	c. Accounting	4
	d. Management	4
	e. Legal env.	4
	f. Economics	10
The Business Environment	g. Business ethics	4
	h. Global Dimensions of Business	6
	i. Business Communications	2
	j. Information system	4
Technical Skills	k. Quantitative Techniques/Statistics	4
	l. Business Policies	2
Integrative Area	m. or l. Comprehensive and integrating experience	0
	Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD300
Course Name: Consumer behavior
Instructors: Saruul-Erdene M.
Required Text: "Consumer behavior: Building Marketing Strategy", 13th Edition, Delbert I Hawkins, David L Mothersbaugh

Course Description: In today's competitive market, the basis of successful business activities depends on how well the organization organizes its marketing activities and how it thoroughly studies its customers and conducts appropriate marketing activities for them. Therefore, by studying this course, the student will be able to identify consumer behavior and the factors that influence it through specific research methods, develop marketing policies, strategies, and tools that are suitable for the behavior and characteristics of consumers, and attract consumers and conduct successful marketing activities in the market. This course presents an in-depth look at factors that influence consumer behavior and the consumer decision-making process, including research methods and strategies to study them, organizational consumer decision-making processes, internet marketing, online consumer behavior, and neuromarketing.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Introduction	4
A. Understanding of Consumer behavior	
II. External Influences	16
D. Cultural Influences on Consumer Behavior	
E. Demographics and Social Stratification Influences on Consumer Behavior	
F. Group Influences on Consumer Behavior	
G. Families and Households Influences on Consumer Behavior	
III. Internal Influences	16
A. Perception	
B. Learning, Memory, and Product Positioning	
C. Motivation, Personality, Emotion, and Attitudes	
D. Self-Concept and Lifestyle	
IV. Consumer Decision Process	16
A. Situational Influences and Consumer Research Methods	
B. Consumer Decision Process, Problem Recognition, and Information Search	
C. Alternative Evaluation and Selection	
D. Purchase, Postpurchase Processes, and Customer Satisfaction	
V. Organizations as Consumers	4
A. Organizational Buyer Behavior	
VI. Consumer Behavior and Marketing Strategy	8
A. Consumer behavior and Marketing strategy	
B. Online Consumer Behavior, and Neuromarketing	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	a. Marketing 24
	b. Business Finance 2
	c. Accounting 0
	d. Management 8
	e. Legal env. 0
<u>The Business Environment</u>	f. Economics 2
	g. Business ethics 2
	h. Global Dimensions of Business 2
	i. Business Communications 4
<u>Technical Skills</u>	j. Information system 6
	k. Quantitative Techniques/Statistics 8
	l. Business Policies 4
<u>Integrative Area</u>	m. or I. Comprehensive and integrating experience 2
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: S.FMM205
Course Name: Financial Management
Instructors: Bayarmaa.D, Bat-Erdene.B, Sarantuya.M
Required Text: “Principles of Managerial Finance”, Gitman, Lawrence J. Zutter, Chad J, Pearson; 14th edition, 2019

Course Description: This course is designed to introduce students to the principles and practices of financial management in the context of business organizations. The course explores key concepts and techniques essential for effective financial decision-making, resource allocation, and long-term financial planning. Emphasis is placed on understanding financial markets, analyzing financial statements, evaluating investment opportunities, and managing risks.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Introduction to Managerial Finance	8
B. The Role of Managerial Finance	
C. The Financial Market Environment	
II. Financial Tools	8
H. Financial Statements and Ratio Analysis	
I. Time Value of Money	
III. Valuation of Securities	8
E. Bond Valuation	
F. Stock Valuation	
IV. Risk and the Required Rate of Return	8
E. Risk and Return	
F. The Cost of Capital	
V. Long-Term Investment Decisions	8
B. Capital Budgeting Techniques	
C. Capital Budgeting Cash Flows	
VI. Long-Term Financial Decisions	8
A. Leverage and Capital Structure	
B. Payout Policy	
VII. Short-Term Financial Decisions	8
A. Working Capital and Current Assets Management	
B. Current Liabilities Management	
VIII. Special Topics in Managerial Finance	8
A. Mergers, LBOs, Divestitures, and Business Failure	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	4
b. Business Finance	22
c. Accounting	4
d. Management	8
e. Legal env.	4
f. Economics	4
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	<u>0</u>
j. Information system	<u>2</u>
k. Quantitative Techniques/Statistics	<u>4</u>
l. Business Policies	<u>2</u>
m. or l. Comprehensive and integrating experience	<u>2</u>
<u>Technical Skills</u>	
<u>Integrative Area</u>	
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAM203
Course Name: Financial accounting
Instructors: H. Delgersaikhan, P. Jargaltuya, D. Otgonsuren
Required Text: “Financial management” Delgersaikhan.Kh, “Financial accounting”, J. Weygandt, D. Kimmel, E. Kieso

Course Description: Financial accounting is a complex information system that collects and processes (analyzes, measures, and records) the financial data of an organization and reports the results to decision-makers. To provide basic knowledge of recording and reporting financial information used for external reporting purposes in business organizations. Financial accounting is a complex information system that collects and processes (analyzes, measures, and records) the financial data of an organization and reports the results to decision-makers. To provide basic knowledge of recording and reporting financial information used for external reporting purposes in business organizations.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Basic concepts of accounting	12
A. Basic principles of accounting, basic principles, accounting Basic balance of accounting	
B. The structure of financial statements and their main elements	
C. Basic rules for recording transactions	
II. Financial accounting step	16
A. Beginning step	
B. Adjusting entries	
C. Step of preparing financial statements	
D. Finishing step	
III. Accounting for Assets	20
A. Cash register	
B. Accounting for Receivables	
C. Accounting for Inventories	
D. Accounting for Plant Assets	
E. Accounting for Intangible Assets	
IV. Accounting for liabilities	8
A. Accounting for current liabilities	
B. Accounting for Long-term liabilities	
V. Accounting for shareholders	4
A. Accounting for stock transactions	
VI. Preparing the financial statements	4
A. Statement of Cash Flows	
<u>Total Sessions (Coverage Hours)</u>	96
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course :</u>	(or % of a 3-Hour Course*)
	0
<u>Functional Areas</u>	4
a. Marketing	
b. Business Finance	
c. Accounting	36
d. Management	4
e. Legal Env.	4
<u>The Business Environment</u>	4
f. Economics	
g. Business ethics	12
h. Global Dimensions of Business	0
i. Business Communications	0
<u>Technical Skills</u>	0
j. Information system	
k. Quantitative Techniques/Statistics	0
<u>Integrative Area</u>	0
l. Business Policies	
m. or I. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: S.FMM201
Course Name: Fundamental of management
Instructors: Ayush. A, Nyambayar. Ch, Tungalagtuya. G
Text book: Principles Of Management, by Henri Fayol (Translated by C.Storrs, originally written in French)

Course Description: This course provides an overview of key management concepts and principles, with a focus on understanding the role of managers in organization developed essential management skills. Course objectives 1. To introduce students to the field of management and it's importance in organizations, 2. To provide students with foundation in management theories and concepts, 3. To develop students critical thinking and problem-solving skills in management context, 4. To enhance students understanding of the functions of management (planning organized, leading, and controlling), 5. To familiarize students whit key management roles and responsibilities, 6. To introduce students to the challenges and opportunities in in contemporary management.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)	
I. Introduction to Management	6	
A. Definition and importance of management		
B. Evolution of management thought		
C. Management functions and roles International Trade		
II. Organizing	10	
A. Organizational structure and design		
B. Delegation and authority		
C. Departmentalization		
III. Planning	10	
A. The planning processes		
B. Setting objectives and goals		
C. Strategic planning, operational planning		
IV. Leading and motivation	8	
A. Leadership style and theories		
B. Motivation theories and their application		
C. Motivation and employee engagement		
D. Communication and conflict resolution		
V. Controlling	6	
A. Controlling process and types of controls		
B. Performance measurement and evaluation		
C. Budgeting and financial controls		
VI. Decision making	8	
A. The decision- making process		
B. Types of decision and decision models		
C. Ethical considerations in decision making		
VII. Human resource management	4	
A. Recruitment and selection		
B. Training and development		
A. Performance appraisal		
VIII. Teamwork and collaboration	4	
A. Building effective teams		
B. Team dynamics and communication		
C. Team leadership and chalenge		
IX. Change management	6	
A. The nature of change		
B. Managing resistance to change		
C. Change management mkdel		
D. Globlization and international management		
X. Review and Vonclusion		
A. Course review	2	
Total Sessions (Coverage Hours)		
	64	
Hours/Minutes		
(or % of a 3-Hour Course*)		
Summary of UG CPC Topics Covered in this Course:		
Functional Areas	a. Marketing	4
	b. Business Finance	2
	c. Accounting	0
	d. Management	30
	e. Legal env.	4
The Business Environment	f. Economics	2
	g. Business ethics	4
	h. Global Dimensions of Business	4
	i. Business Communications	4
Technical Skills	j. Information system	4
	k. Quantitiva Techniques/Statistics	2
Integrative Area	l. Business Policies	4
	m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours		64

Abbreviated Course Syllabus

<u>Course Number:</u>	S.POM202
<u>Course Name:</u>	Production and Operations management
<u>Instructors:</u>	Odmaa P., Munkhsukh Ts.
<u>Required Text:</u>	Operations management, 10 th edition, Jay Heizer, Barry Render, 2011
<u>Course Description:</u>	This course presents a foundation subject designed to help management students understand the principles, concepts and techniques in the management of operations in both the manufacturing and service industries. It provides methodologies for students on how to use knowledge about technological management, decision making strategy, forecasting methods, quality management, project management to organize optimally operations and to make accurate planning.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>										
I. Introduction to Operations management	16										
A. Introduction: Production and operations management											
B. Decision modelling											
C. Managing projects											
D. Forecasting Demand											
II. Designing Operations	28										
A. Product design											
B. Quality management and international standards											
C. Process Design											
D. Capacity planning											
E. Locations Decisions											
F. Layout Decisions											
G. Job Design and Work Measurements											
III. Managing Operations	20										
A. Managing Inventory											
B. Aggregate scheduling											
C. Material requirement planning											
D. Just in time, Lean operations											
E. Scheduling for the short term											
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>										
	Hours/Minutes										
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>										
<u>Functional Areas</u>	<table border="0" style="width: 100%;"> <tr><td>a. Marketing</td><td style="text-align: right;">4</td></tr> <tr><td>b. Business Finance</td><td style="text-align: right;">4</td></tr> <tr><td>c. Accounting</td><td style="text-align: right;">2</td></tr> <tr><td>d. Management</td><td style="text-align: right;">12</td></tr> <tr><td>e. Legal env.</td><td style="text-align: right;">4</td></tr> </table>	a. Marketing	4	b. Business Finance	4	c. Accounting	2	d. Management	12	e. Legal env.	4
a. Marketing	4										
b. Business Finance	4										
c. Accounting	2										
d. Management	12										
e. Legal env.	4										
<u>The Business Environment</u>	<table border="0" style="width: 100%;"> <tr><td>f. Economics</td><td style="text-align: right;">8</td></tr> <tr><td>g. Business ethics</td><td style="text-align: right;">4</td></tr> <tr><td>h. Global Dimensions of Business</td><td style="text-align: right;">4</td></tr> <tr><td>i. Business Communications</td><td style="text-align: right;">2</td></tr> </table>	f. Economics	8	g. Business ethics	4	h. Global Dimensions of Business	4	i. Business Communications	2		
f. Economics	8										
g. Business ethics	4										
h. Global Dimensions of Business	4										
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<u>Technical Skills</u>	<table border="0" style="width: 100%;"> <tr><td>j. Information system</td><td style="text-align: right;">8</td></tr> <tr><td>k. Quantitative Techniques/Statistics</td><td style="text-align: right;">6</td></tr> <tr><td>l. Business Policies</td><td style="text-align: right;">6</td></tr> </table>	j. Information system	8	k. Quantitative Techniques/Statistics	6	l. Business Policies	6				
j. Information system	8										
k. Quantitative Techniques/Statistics	6										
l. Business Policies	6										
<u>Integrative Area</u>	<table border="0" style="width: 100%;"> <tr><td>m. or I. Comprehensive and integrating experience</td><td style="text-align: right;">0</td></tr> </table>	m. or I. Comprehensive and integrating experience	0								
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Total Estimated CPC Coverage Hours	64										

Abbreviated Course Syllabus

Course Number: B.BAM204
Course Name: Business Law
Instructors: Nyamdulam.T, Oyungerel. A
Required Text: “Business Law” 2010 (D.Dugerjav), “Business Law” (B.Delgermaa, D.Oyun, J.Khulan) 2011, “Business Law” (A.Oyungerel, T.Nyamdulam, G.Solongo, M.Jargalsaikhan)

Course Description: The aim is to provide legal knowledge to students studying business management, to learn the legal framework of business organizations and the knowledge, skills and practice of correctly applying the law governing business relations.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. Business legal Environment	4
A. Introduction: Concept of law,	
B. Constitution and human rights	
C. Concept of business law,	
D. Business and ethics	
II. Participants in business relations	24
A. Legal relations of business, its elements, citizens legal capacity and capability	
B. Concept of legal person	
C. Legal of regulation partnership	
D. legal regulation of cooperatives	
E. legal regulation of the company	
F. Legal regulation of bankruptcy	
III. Civil law and business	12
A. Agreements in business relations	
B. Legal regulation of property	
C. Legal regulation of obligations	
IV. State regulation	20
G. Legal regulation of investment	
H. Legal regulation of intellectual property	
I. Tax regulation	
J. Legal regulation of competition	
K. Legal regulation of securities	
V. Protection of the rights of participants in business legal relations	4
A. Legal regulation of activities to protect the interests of consumers	
B. Actions to protect the legal interests of participants in business relations	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	2
b. Business Finance	2
c. Accounting	2
d. Management	2
e. Legal env.	24
<u>The Business Environment</u>	
f. Economics	12
g. Business ethics	4
h. Global Dimensions of Business	0
i. Business Communications	4
<u>Technical Skills</u>	
j. Information system	0
k. Quantitiva Techniques/Statistics	0
l. k. Business Policies	12
<u>Integrative Area</u>	
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.TMM101
<u>Course Name:</u>	Microeconomics
<u>Instructors:</u>	Enkhtuul. Ts, Altantsetseg. D, Battulga. B, Odmaa. P, Burmaa. M, Sodnomzul. D
<u>Required Text:</u>	“Microeconomics”, Narantuya. T, Altantsetseg. D, Enkhtuul. Ts, UB2023, “Microeconomics”, Altantsetseg. D, Battuvshin. G, ... etc, UB2019
<u>Course Description:</u>	To provide basis of knowledge of economics such as, demand and supply, influencing factors of demand and supply, the price system, consumer and producer choice, market structure, resource market, industry efficiency, revenue allocation, wealth economics, market equilibrium, government role in economics and its result.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. Introductory Microeconomics	4
A. Introduction: Economic fundamentals	
B. Economic efficiency, production possibility, economic model.	
II. Demand and supply, equilibrium	4
A. Basic elements of demand and supply, equilibrium	
B. Demand, supply and Government policy	
C. Elasticity of demand and supply	
III. Consumer choice theory and production theory	8
A. Consumer behavior and utility maximization: Consumer decisions	
B. The costs of production: Producer decisions	
IV. Product Markets: Decision making and efficiency	6
A. Pure competition	
B. Pure monopoly and regulation	
C. Monopolistic competition and oligopoly	
V. Resource Markets: Decision making, efficiency	4
B. Demand and supply in Factor market	
C. Labor markets, capital markets, natural resource market	
VI. Government policy in microeconomics	6
A. General equilibrium and economic efficiency	
B. Welfare economics	
C. Role and policy of Government	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>Hours/Minutes (or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	6
b. Business Finance	2
c. Accounting	2
d. Management	2
e. Legal env.	4
<u>The Business Environment</u>	
f. Economics	32
g. Business ethics	2
h. Global Dimensions of Business	2
i. Business Communications	<u>0</u>
<u>Technical Skills</u>	
j. Information system	<u>2</u>
k. Quantitative Techniques/Statistics	<u>6</u>
l. Business Policies	<u>2</u>
<u>Integrative Area</u>	
m. or l. Comprehensive and integrating experience	<u>2</u>
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.TMM102
<u>Course Name:</u>	Macroeconomics
<u>Instructors:</u>	Enkhtuul. Ts, Altantsetseg. D, Battulga. B, Odmaa. P, Burmaa. M, Sodnomzul. D
<u>Required Text:</u>	“Macroeconomics”, Narantuya. T, Altantsetseg. D, Enkhtuul. Ts, UB2023, “Macroeconomics”, Altantsetseg. D, Battuvshin. G, ... etc, UB2019
<u>Course Description:</u>	To provide basis of knowledge of macroeconomics such as, the theory of international trade, measurements in the macro economy, macroeconomics instability, equilibrium of macroeconomics, monetary and fiscal policy.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
I. Introductory macroeconomics and measurement of economic performance	4
A. Introduction: The Science of macroeconomics	
B. Measuring domestic output, national income and price index	
II. Macroeconomic issues	6
A. Business cycles: Unemployment and Inflation	
B. Balance of payments and exchange rate	
C. Economic Growth and National development	
III. Macroeconomic equilibrium	6
A. Aggregate demand and aggregate supply, equilibrium	
B. Macroeconomic equilibrium in Production market: Classic and Keynesian model	
C. Equilibrium of Production market and Money market: IS-LM model	
IV. Government policy in macroeconomics	16
A. Fiscal policy	
B. Monetary policy	
C. Trade policy	
D. Exchange rate policy	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	2
b. Business Finance	2
c. Accounting	2
d. Management	2
e. Legal env.	2
f. Economics	32
g. Business ethics	2
h. Global Dimensions of Business	6
i. Business Communications	<u>0</u>
j. Information system	<u>2</u>
k. Quantitative Techniques/Statistics	<u>6</u>
l. Business Policies	<u>4</u>
m. or l. Comprehensive and integrating experience	<u>2</u>
<u>Technical Skills</u>	
<u>The Business Environment</u>	
<u>Integrative Area</u>	
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD307
Course Name: International marketing
Instructors: Bayarmaa D.
Required Text: Svend Hollensen “Global Marketing” 8th edition, 2020, ISBN 9781292251806
Course Description: The course begins with competitiveness analysis at industry and national level, presenting value innovation concept through blue ocean strategy. Students will learn essential knowledge for conducting international market research and collecting and analysing data on political, economical, social and cultural dimensions of targeted markets. The course aims to examine how companies enter international markets and their choices. The aim of this course is to examine the how companies enter international markets and their choices in designing and adapting the marketing mix.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. Introduction	2
A. Understanding of International marketing	
II. Competitiveness on international market	14
A. Porter’s 5 forces framework for industry analysis	
B. Porter’s Diamond model for national competitiveness analysis	
C. Blue ocean strategy and value innovation	
III. Deciding which markets to enter	16
A. International marketing research	
B. The political and economic environment	
C. The sociocultural environment	
D. The international market selection process	
IV. Market entry strategies	16
A. International market entry strategies	
B. Export modes	
C. Intermediate entry modes	
D. Hierarchical modes	
V. Designing the global marketing programme	16
A. Product decisions	
B. Pricing decisions	
C. Distribution decisions	
D. Communication decisions	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	a. Marketing 12
	b. Business Finance 0
	c. Accounting 0
	d. Management 8
	e. Legal env. 2
<u>The Business Environment</u>	f. Economics 2
	g. Business ethics 4
	h. Global Dimensions of Business 20
	i. Business Communications 2
<u>Technical Skills</u>	j. Information system 4
	k. Quantitative Techniques/Statistics 4
	l. Business Policies 4
<u>Integrative Area</u>	m. or l. Comprehensive and integrating experience 2
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BCM206
Course Name: Business Communication
Instructors: Ayush. A, Nyambayar. Ch, Tungalagtuya. G
Required Text: “Business communication”, 2018 3rd edition, Thomas L. Means
 “Methodology of formal writing and its composition”, 2015, Бигэрмаа.Р

Course Description: This course will provide the organization's main concepts of business communication, its form, and document standards. Includes lessons on recording, planning, editing, and revising records according to documentation standards. Also, the methods used in the preparation of short and long news and information will be covered, and the students will be given the skills of reading, listening, speaking, and writing in news reporting and presentation. Etiquette and customs in business relations, participation in interviews and conferences, and the characteristics of international relations will be explained.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Business communication and its importance in organizations	8
A. Introduction: Nature and Scope of Business Communication, Characteristics of Communication	
B. Importance of Effective Business Communication	
II. Types of Business Communication	12
A. Verbal Communication	
B. Non-Verbal Communication	
C. Formal and Informal Communication	
D. Measures to Overcome Communication Barrier	
III. Introduction to Documentation Writing	16
A. Documentation standards	
B. Document composition and processing	
C. News and information planning	
D. News and information composition	
E. News and information editing	
IV. Structure and Layout of a Business Letter	12
A. Importance of Business Correspondence	
B. Functions of Business Correspondence	
C. Characteristics of a Business Letter	
D. Components/Parts of a Business Letter	
V. Business Report Writing	8
A. Structure of a Report	
B. Classification of a Report	
VI. Public Speaking	8
A. Components of a Presentation	
B. Company Meetings, Agenda and Minutes	
C. Modern Forms of Communication	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	a. Marketing 2 b. Business Finance 2 c. Accounting 0 d. Management 8 e. Legal env. 6 f. Economics 2 g. Business ethics 4 h. Global Dimensions of Business 4 i. Business Communications <u>30</u> j. Information system <u>2</u> k. Quantitative Techniques/Statistics <u>0</u> l. Business Policies <u>4</u> m. or l. Comprehensive and integrating experience <u>0</u>
<u>The Business Environment</u>	
<u>Technical Skills</u>	
<u>Integrative Area</u>	
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD305
Course Name: Integrated Marketing Communications
Instructors: Saruul-Erdene M.
Required Text: "Advertising and Promotion : An Integrated Marketing Communications Perspective", 11th edition, George E Belch, Michael A Belch

Course Description: The foundation of successful business operations in today's competitive market depends on how the organization properly organizes its marketing activities, including how it carefully studies the psychology of consumers, how it conducts appropriate marketing promotion activities, and develops and implements optimal solutions. Therefore, by studying this course, the student will be able to plan activities by understanding the principles of integrated marketing communication and will be able to become familiar with marketing communication tools and choose, evaluate, plan, organize, implement, and monitor them. This course presents the principles of integrated marketing communication and marketing communication tools and the development and implementation of marketing promotion plans and programs.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Introduction to Integrated Marketing Communications	4
A. An Introduction to Integrated Marketing Communications	
II. Integrated Marketing Communications Program Situation Analysis	12
A. Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations	
B. Brand and Promotion Process	
C. Perspectives on Consumer Behavior	
IV. Analyzing the Communication Process	4
A. The Communication Process and Source, Message, and Channel Factors	
V. Objectives and Budgeting for Integrated Marketing Communications Programs	4
A. Establishing Objectives and Budgeting for the Promotional Program	
V. Developing the Integrated Marketing Communications Program	36
A. Advertising	
B. Creative Strategy: Planning and Development	
C. Creative Strategy: Implementation and Evaluation	
D. Types of Advertising (channel)	
E. Public Relations	
F. The Role of Public Relations in the Marketing Process	
G. Sales Promotion	
H. Direct Marketing, Personnel Selling	
I. The Internet: Digital and Social Media	
VI. Monitoring, Evaluation, and Control	4
A. Measuring the Effectiveness of the Promotional Program	
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes (or % of a 3-Hour Course*)
a. Marketing	16
b. Business Finance	2
c. Accounting	0
d. Management	6
e. Legal env.	4
f. Economics	2
g. Business ethics	2
h. Global Dimensions of Business	2
i. Business Communications	8
j. Information system	4
k. Quantitative Techniques/Statistics	10
l. Business Policies	4
m. or l. Comprehensive and integrating experience	4
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	S.ITM101
<u>Course Name:</u>	Applied Information Technology
<u>Instructors:</u>	Munkhchimeg B.
<u>Required Text:</u>	New IT Passport Examination Preparation Book 2017. Information-technology Promotion Agency, Japan (IPA)

Course Description:

This course explains basic knowledge on corporate activities, business management, the typical systems, etc. in each field including information analysis techniques, marketing techniques, business management systems, and technological strategies, the understanding of business processes, methods for business improvement, the flow of information system construction, and the creation of requirements definitions for computerization, on the basis of information system strategy, project management processes and methods, basic roles and structure of IT service management and service support that manage information system operation. We will discuss also the fundamental way of comprehending radix, set, probability, and statistics, and digitalization of information and algorithms, computer components and system components, hardware, software, and types of components and their characteristics, the characteristics of human interface, characteristics of multimedia technology, basic knowledge of database design and network, and security measures.

Topic Outline:

	Hours/Minutes
I. Strategy	16
1. Corporate and Legal Affairs (Management and organization, OR (Operations Research) and IE (Industrial Engineering), Accounting and Financial Affairs)	
2. Business Strategy (Business Strategy Management, Technological Strategy Management, Business Industry)	
3. System Strategy (Concepts of Information System Strategy, Concepts of Business Process, Solution Business)	
II. Management	16
4. Development Technology (System Development Processes, Estimate of Software)	
5. Project Management (Knowledge Areas of Project Management)	
6. Service Management (Service Support, Facility Management)	
III. Technology	32
7. Basic Theory (Discrete Mathematics, Applied Mathematics, Theory of Information)	
8. Algorithm and Programming (Data Structure, Algorithm, Programming and Programming Languages, Markup Languages)	
9. Computer Component (Processor, Storage Unit, Input/Output Devices, System Component)	
10. Software, Hardware (OS (Operating System), File Management, Development Tools, OSS (Open Source Software), Hardware)	
11. Human Interfaces (Human Interface Technology, Interface Design)	
12. Multimedia (Multimedia Technology, Multimedia Application)	
13. Database (Database Architecture, Database Design, Data Manipulation, Transaction Processing)	
14. Network (Network Architecture, Communications Protocols, Network Application)	
15. Security (Information Assets and Information Security, Information Security Management)	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

	Hours/Minutes (or % of a 3-Hour Course*)	
<u>Summary of UG CPC Topics Covered in this Course:</u>		
<u>Functional Areas</u>	a. Marketing	2
	b. Business Finance	2
	c. Accounting	2
	d. Management	2
	e. Legal env.	2
<u>The Business Environment</u>	f. Economics	2
	g. Business ethics	4
	h. Global Dimensions of Business	4
	i. Business Communications	<u>12</u>
<u>Technical Skills</u>	j. Information system	<u>24</u>
	k. Quantitative Techniques/Statistics	<u>4</u>
	l. Business Policies	<u>4</u>
<u>Integrative Area</u>	m. or l. Comprehensive and integrating experience	<u>0</u>
Total Estimated CPC Coverage Hours		64

Abbreviated Course Syllabus

Course Number: CS101
Course Name: Algorithm and Programming Language
Instructors: Bolor L.
Required Text: Contemporary programming languages like Python enjoy rich online documentation. Indeed, they are built on the premise that programmers are continually in contact with such documentation, and are not expected to memorize any but a small fraction of it. The textbook for the course is below. "Starting Out with Python plus MyProgrammingLab with Pearson eText -- Access Card Package (3rd Edition) Tony Gaddis ISBN-13: 978-0133862256"

Course Description:
 Introduction to programming basics (what it is and how it works), binary computation, problem-solving methods and algorithm development. Includes procedural and data abstractions, program design, debugging, testing, and documentation. Covers data types, control structures, functions, parameter passing, library functions, arrays, inheritance and object oriented design. Laboratory exercises in Python.

Topic Outline:	Hours/Minutes
Module 1: Introduction	12
-- Relationship between computers and programs	
-- Basic principles of computers	
-- File systems	
-- Using the Python interpreter	
-- Introduction to binary computation	
-- Input / Output	
Module 2: Data types and control structures	14
-- Operators (unary, arithmetic, etc.)	
-- Data types, variables, expressions, and statements	
-- Assignment statements	
-- Strings and string operations	
-- Control Structures: loops and decision	
Module 3: Modularization and Classes	14
-- Standard modules	
-- Packages	
-- Defining Classes	
-- Defining functions	
-- Functions and arguments (signature)	
Module 4: Exceptions and data structures	12
-- Data Structures (array, List, Dictionary)	
-- Error processing	
-- Exception Raising and Handling	
Module 5: Object oriented design	12
-- Programming types	
-- Object Oriented Programming	
-- Object Oriented Design	
-- Inheritance and Polymorphism	

Total Sessions (Coverage Hours)

64

Summary of UG CPC Topics Covered in this Course:

Hours/Minutes
(or % of a 3-Hour Course*)

<u>Functional Areas</u>	a. Marketing	0
	b. Business Finance	0
	c. Accounting	0
	d. Management	0
	e. Legal env.	2
<u>The Business Environment</u>	f. Economics	0
	g. Business ethics	2
	h. Global Dimensions of Business	2
	i. Business Communications	<u>0</u>
<u>Technical Skills</u>	j. Information system	<u>36</u>
	k. Quantitative Techniques/Statistics	<u>12</u>
<u>Integrative Area</u>	l. Business Policies	<u>6</u>
	m. or l. Comprehensive and integrating experience	<u>4</u>
Total Estimated CPC Coverage Hours		<u>64</u>

Abbreviated Course Syllabus

Course Number: B.BAD307
Course Name: Digital marketing
Instructors: Bayarmaa D.
Required Text: Larson and Draper "Internet Marketing Essentials", 2015
 Philip Kotler "Marketing 4.0: Moving from traditional to Digital", 2017

Course Description: The course provides introduction how digital and technological developments impact marketing and consumers. Students will learn how marketing mix elements are changing and how to use them in digital world. To design effective digital marketing strategy fundamentals of customer relationship management and customer personas development should be acquired. Students will learn essential knowledge for conducting digital marketing research and interpret digital marketing data metrics. The course aims to provide students basic skills in designing and adapting the marketing mix and in applying digital marketing tools such as SEO, website and banner, e-mail and social media marketing. Students will learn current digital marketing trends such as one-to-one marketing, permission marketing, inbound marketing and content marketing.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Introduction	2
D. Understanding of Digital marketing and how consumer changes in digital era	
II. Changes in marketing mix in digital world	16
J. Changes in Products	
K. Changes in Price	
L. Changes in Distribution	
M. Changes in Communication	
III. Designing digital marketing strategy	12
D. Customer relationship management	
E. Analyzing customer data	
F. Developing customer persona	
G. Digital marketing research tools	
IV. Digital marketing tools	16
A. Search engine optimization (SEO)	
B. Website and banner marketing	
C. Mail marketing	
D. Social media marketing	
V. Digital marketing trends	16
L. One-to-one marketing	
M. Permission marketing	
N. Inbound marketing	
O. Content marketing	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	14
b. Business Finance	0
c. Accounting	0
d. Management	6
e. Legal env.	2
f. Economics	2
<u>The Business Environment</u>	
g. Business ethics	4
h. Global Dimensions of Business	8
i. Business Communications	8
<u>Technical Skills</u>	
j. Information system	12
k. Quantitative Techniques/Statistics	4
<u>Integrative Area</u>	
l. Business Policies	2
m. or l. Comprehensive and integrating experience	2
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD301

Course Name: Marketing research and analysis

Instructors: Tsolmon Gombo

Required Text: Alvin C. Burns, Ann Veeck, Ronald F. Bush. *Marketing Research*, 8th Edition, Pearson education. Naresh Malhotra, Daniel Nunan, David Birks. *Marketing Research: An Applied approach*, 5th edition, Pearson education. Wim Janssens, Katrien Wijnen, Patrick De Pelsmacker, Patrick Van Kenhove. *Marketing Research with SPSS*.

Course Description: Business managers make important and far-reaching decisions. Marketing research is intended to inform these decisions through the systematic investigation of factors that affect the decisions' outcomes. Research is to be understood as a process. It starts with the identification of a decision problem and its translation into research questions. From the research questions, research objectives followed by determining the research design, i.e. sampling, data collection and data analysis. The effective presentation of research results marks the end of the research process – and possibly the beginning of a new one. Learning key skills for conducting research is the subject of this course.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. Marketing research	14
A. Marketing research industry	
B. Marketing research process	
C. Research design	
D. Qualitative research techniques	
E. Data collection methods	
II. Quantitative research techniques	14
A. Survey. Designing questionnaire	
B. Sampling: Design and procedure	
C. Determining sample size	
D. Data quality issues	
E. Experimentation	
F. Data integrity	
III. Statistical analysis	32
A. Descriptive analysis	
B. Difference tests	
C. Association tests	
D. Linear regression analysis	
E. Exploratory factor analysis	
F. Cluster analysis	
IV. Communicating research findings	4
A. Report preparation and Oral presentation	
B. Formatting SPSS outputs	
C. Preparing dashboards with Power BI and Tableau	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>Hours/Minutes (or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	6
a. Marketing	4
b. Business Finance	0
c. Accounting	4
d. Management	2
e. Legal env.	2
f. Economics	2
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	8
j. Information system	20
k. Quantitiva Techniques/Statistics	8
l. Business Policies	0
m. or l. Comprehensive and integrating experience	64
<u>Technical Skills</u>	
<u>Integrative Area</u>	
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD304

Course Name: Pricing strategies

Instructors: Tsolmon Gombo

Required Text: Robert M. Schindler. Pricing strategies: A marketing approach. Hermann Simon, Confessions of the Pricing Man. How price affects everything. Hermann Simon, Martin Fassnacht. Price management. Strategy, analysis, decision, implementation. Thomas T. Nagle, John E. Hogan, Joseph Zale. The strategy and tactics of pricing: A guide to growing more profitably. 5th edition.

Course Description: This course is designed to equip you with concepts, theories, techniques, and latest thinking on assessing and formulating pricing strategies. In this course, you will learn the process of making pricing decisions and explore innovative approaches for setting prices effectively

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
I. Setting of initial prices	12
A. Fundamentals of price management	
B. Assessing value to the customer	
C. Basic pricing strategies and the use of Breakeven Analysis	
II. Modification of existing prices	16
A. Development and use of Generalized Breakeven Formula	
B. Predicting Price-Change response	
C. Empirical measurement of price-change response	
III. Developing a price structure	16
A. Price segmentation	
B. Price positioning: High or Low	
C. Pricing of Interrelated products	
IV. The Psychology of Pricing	8
A. The Prestige Effect	
B. The Placebo Effect	
C. Price Anchor Effects, The Magic of the Middle	
D. Creating Scarcity	
E. Price Thresholds	
F. Prospect Theory	
G. Mental Accounting	
H. Neuro-Pricing	
I. Giffen paradox	
V. Price decisions	4
A. One dimensional prices	
B. Multi-dimensional prices	
C. Long term price optimization	
D. Pricing strategy implementation	
VI. Broader considerations in pricing	8
A. Interactive Pricing	
B. Law, ethics, and social responsibility	
C. Innovations in price management	
D. International price management	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	14
a. Marketing	4
b. Business Finance	0
c. Accounting	4
d. Management	4
e. Legal env.	14
f. Economics	2
<u>The Business Environment</u>	4
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	4
<u>Technical Skills</u>	4
j. Information system	8
k. Quantitative Techniques/Statistics	0
<u>Integrative Area</u>	64
l. k. Business Policies	
m. or l. Comprehensive and integrating experience	
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.BA363
<u>Course Name:</u>	Sales Management
<u>Instructors:</u>	Enkh-Amar.Ch
<u>Required Text:</u>	Charles Futrell “Fundamental of Selling”, 2017, 9789339204686
<u>Course Description:</u>	The overarching goal of the course is to foster a comprehensive understanding of sales analysis. To equip students with a fundamental understanding of sales theory and sales management, elucidate the distinction between sales management in theory and practical application, apply theoretical knowledge to sales management and office organization, facilitate hands-on experience in organizing sales activities, enable students to effectively select, train, and develop sales teams.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
I. Sales management and its nature	8
A. Introduction: Sales department planning	
B. Sales department planning and budgeting	
C. Make sales forecasts	
II. Organization of the sales department	16
A. Organization of the sales department	
B. Types of sales organizations	
C. Time and place management	
III. Ethical, social responsibility and legal environment	12
A. Legal environment	
B. Ethical	
C. Social responsibility	
IV. Recruitment and selection of sales personnel	16
A. Training the sales force	
B. Sales force performance	
C. Sales department performance and evaluation	
D. Sales Quota	
V. Motivating the sales force	12
A. Analysis of sales, costs and profits	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
	6
<u>Functional Areas</u>	6
a. Marketing	6
b. Business Finance	6
c. Accounting	8
d. Management	4
e. Legal env.	6
<u>The Business Environment</u>	6
f. Economics	4
g. Business ethics	6
h. Global Dimensions of Business	2
i. Business Communications	4
<u>Technical Skills</u>	10
j. Information system	2
k. Quantitative Techniques/Statistics	0
<u>Integrative Area</u>	0
l. k. Business Policies	0
m. or l. Comprehensive and integrating experience	64
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD306
Course Name: Services Marketing
Instructors: Saruul-Erdene M.
Required Text: "Services marketing", 7th Edition, Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler
Course Description: Nowadays, when the service sector is rapidly developing, the marketing activities of the service organization will be one of the main factors that will increase the competitiveness of the organization and form the basis of success. Therefore, by studying this course, the student will be able to conduct service marketing research using relevant models, identify the factors affecting service quality, and the causes of service quality defects, identify ways to eliminate defects using marketing tools, and develop marketing programs and plans for further development. In this course, the concept of service marketing will be discussed in detail, how to conduct service marketing research, service quality problems, gaps model of service quality, causes of service quality failure, ways to eliminate them, implementation strategies, and development of marketing programs for further development.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Foundations for Service Marketing	12
A. Introduction to Services	
B. Understanding of Service Quality	
C. The Gaps Model of Service Quality	
II. Focus on the Customer	8
A. Customer Expectations of Service	
B. Customer Perceptions of Service	
III. Understanding Customer Requirements	12
A. Listening to Customers through Research	
B. Building Customer Relationships	
C. Service Recovery	
IV. Aligning Service Design and Standards	12
A. Service Innovation and Design	
B. Customer-Defined Service Standards	
C. Physical Evidence and the Servicescape	
V. Delivering and Performing Service	12
A. Employees' and Customers' Roles in Service	
B. Managing Demand and Capacity	
C. Delivering Service through Intermediaries and Electronic Channels	
VI. Managing Service Promises	8
A. Integrated Service Marketing Communications	
B. Pricing of Services	
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes (or % of a 3-Hour Course*)
a. Marketing	20
b. Business Finance	0
c. Accounting	0
d. Management	6
e. Legal env.	2
f. Economics	2
g. Business ethics	2
h. Global Dimensions of Business	6
i. Business Communications	2
j. Information system	6
k. Quantitative Techniques/Statistics	10
l. Business Policies	4
m. or l. Comprehensive and integrating experience	4
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAD310
Course Name: Marketing management
Instructors: Tsolmon Gombo
Required Text: Philip Kotler, Kevin Lane Keller. Marketing management, 15th edition, Alexander Chernev. Strategic marketing management, 9th edition, Strategic brand management, 2th edition. Hermann Simon. Hidden Champions of the 21st century. Allan Dib. One page marketing plan. John Warrillow. *Built to Sell: Creating a Business That Can Thrive Without You*. Set Godin. This is marketing. <https://www.spikes.asia/>

Course Description: The purpose of this course is to explore practical applications of marketing concepts in business situations. Case studies are used to give practice in analyzing opportunities, solving marketing issues, and preparing implementation plans. This course is taught primarily through the case method but might also include readings, lectures, videos, and workshops

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Scanning External environment	6
A. Marketing audit	
B. Marketing information system	
C. Forecasting demand	
II. Developing marketing strategy and plans	12
A. VMS-Vision Mission Strategy	
B. Managing growth	
C. Technology, Innovation	
D. Globalization	
E. Social responsibility	
F. Dealing with Competition	
G. Managing a Holistic Marketing Organization	
III. Marketing tactics	46
A. Setting Product Strategy	
B. Designing and Managing Services	
C. Introducing new market offerings	
D. Branding	
E. Developing Pricing Strategies and Programs	
F. Designing and Managing Integrated Marketing Channels	
G. Managing Retailing, Wholesaling, and Logistics	
H. Designing and Managing Integrated Marketing Communications	
I. Managing Mass Communications	
J. Managing Digital Communications	
K. Managing Personal Communications	
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes (or % of a 3-Hour Course*)
a. Marketing	12
b. Business Finance	0
c. Accounting	0
d. Management	12
e. Legal env.	2
f. Economics	4
g. Business ethics	2
h. Global Dimensions of Business	4
i. Business Communications	<u>2</u>
j. Information system	<u>4</u>
k. Quantitative Techniques/Statistics	<u>10</u>
l. Business Policies	<u>10</u>
m. or I. Comprehensive and integrating experience	<u>2</u>
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAM350
Course Name: Startup project
Instructors: Soyolerdene S, Nyambayar Ch,
Required Text: “Startup Guide” Harvard university “The startup owners manual”, The step-by-step guide for building a great company, Steve Blank and Bob Dorf, SPINELLI, S. Jr.; ADAMS, R.J. & TIMMONS, J.A. (2016), New Venture Creation: Entrepreneurship for the 21st Century, McGraw-Hill OSTERWALDER, A. & PIGNEUR, Y. (2010), Business Model Generation: A handbook for visionaries, game changers, and challengers, Wiley & Sons. www.businessmodelgeneration.com

Course Description:. This course will allow students to identify potential business ideas and opportunities, define business models, assess their potential economic viability and elaborate full business plans, understanding how useful these activities will be to start up a new business venture. In addition, this course will provide the students a comprehensive understanding on how a real company works, integrating their knowledge from different areas in the development of the business plan (general concept and structure of the business plan; marketing and commercial plan; production plan, people management; organizational design; financial plan; analysis of the economic viability of the company; legal requirements and steps needed to set up the new company).

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Why start a business? A. Demand B. Competition C. Licensing D. Funding E. Commitment F. Support G. Management	14
II. Startup process A. Contact old B. Protect intellectual property C. Seek input and network D. Plan the business E. Negotiate the license or option agreement F. Pursue funding	22
III. Funding sources A. Organic growth B. Friends and family C. Small business innovation research D. Angel investors E. Venture capitalists	12
IV. Presenting to investors	3
V. Financing terminology A. Equity B. Ownership compared to control C. Option pool D. Pre-and post-money valuation E. Convertible debt F. Preferred shares compared to common shares G. Anti-dilution	7
VI. Company considerations A. Legal representation B. Type of company C. Board of directors and the advisory board D. Management team E. Space, insurance, and payroll	6
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>		<u>Hours/Minutes</u> <u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	a. Marketing	2
	b. Business Finance	2
	c. Accounting	2
	d. Management	2
<u>The Business Environment</u>	e. Legal env.	4
	f. Economics	20
<u>Technical Skills</u>	g. Business ethics	4
	h. Global Dimensions of Business	18
	i. Business Communications	<u>2</u>
	j. Information system	<u>2</u>
	k. Quantitative Techniques/Statistics	<u>2</u>
<u>Integrative Area</u>	l. k. Business Policies	<u>4</u>
	m. or l. Comprehensive and integrating experience	<u>0</u>
Total Estimated CPC Coverage Hours		64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.BA380
<u>Course Name:</u>	Business simulation
<u>Instructors:</u>	Bat-Erdene B., Sarantuya M., Otgonsuren D., Ariunjargal D., Tamir T., Munkhtuya Ts.
<u>Required Text:</u>	Cesim Decision making manual, Cesim Global Challenge guide book
<u>Course Description:</u>	In this practice course, students make complex business management decisions on the Cesim platform, an abstract learning environment based on real-world data. In this way, students will reinforce the knowledge gained in the basic and professional basic courses of higher education, understand the connections between courses, and learn to make rational decisions in an interactive and dynamic business environment by working effectively in a team.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Demand	15%
A. Total market demand	
B. Predicted market growth	
C. Product selection	
D. Market shares	
II. Production	15%
A. Production capacity	
B. Capacity allocation	
C. Outsourcing	
D. Inventories (optional)	
E. Procurement/CSR (optional)	
III. Investments	10%
A. Estimation of future demand	
B. Investment in new production plants	
IV. Human Resource	10%
A. Recruiting	
B. Layoffs	
C. Remuneration	
V. Research and development	10%
A. Development of technology	
B. Development of new features	
C. Purchasing of licenses for technology and features	
VI. Marketing	10%
A. For each product and market	
B. Product feature decisions	
C. Pricing decisions	
D. Promotion investments	
VII. Logistics	5%
A. Delivery priorities	
VIII. Tax planning	5%
A. Transfer prices	
IX. Finances and budgets	20%
A. Treasury management	
B. Dividend policy	
C. Capital structure	
D. Short and long term debt	
E. Financial indicators	
F. Budgets	
<u>Total Sessions (%)</u>	<u>100%</u>
	Hours/Minutes
<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>(or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	10
b. Business Finance	6
c. Accounting	2
d. Management	6
<u>The Business Environment</u>	
e. Legal env.	2
f. Economics	4
g. Business ethics	2

	h. Global Dimensions of Business	6
	i. Business Communications	<u>2</u>
<u>Technical Skills</u>	j. Information system	<u>4</u>
	k. Quantitative Techniques/Statistics	<u>4</u>
	l. k. Business Policies	<u>4</u>
<u>Integrative Area</u>	m. or l. Comprehensive and integrating experience	<u>12</u>
	Total Estimated CPC Coverage Hours	64