

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>
a. Marketing	18
b. Business Finance	2
c. Accounting	4
d. Management	4
e. Legal env.	4
f. Economics	10
g. Business ethics	4
h. Global Dimensions of Business	6
i. Business Communications	2
j. Information system	4
k. Quantitative Techniques/Statistics	4
l. Business Policies	2
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.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
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 l. 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.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
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>
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>
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. Inancial 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.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
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>	<u>96</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	0
b. Business Finance	4
c. Accounting	36
d. Management	4
e. Legal Env.	4
f. Economics	4
<u>The Business Environment</u>	
g. Business ethics	12
h. Global Dimensions of Business	0
i. Business Communications	<u>0</u>
<u>Technical Skills</u>	
j. Information system	<u>0</u>
k. Quantitative Techniques/Statistics	<u>0</u>
<u>Integrative Area</u>	
l. k. Business Policies	<u>0</u>
m. or l. Comprehensive and integrating experience	<u>0</u>
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	4
a. Marketing	2
b. Business Finance	0
c. Accounting	30
d. Management	4
e. Legal env.	2
f. Economics	4
The Business Environment	4
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	4
j. Information system	4
Technical Skills	2
k. Quantitiva Techniques/Statistics	4
l. Business Policies	0
Integrative Area	0
m. or l. Comprehensive and integrating experience	64
Total Estimated CPC Coverage Hours	

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>	
a. Marketing	4
b. Business Finance	4
c. Accounting	2
d. Management	12
e. Legal env.	4
<u>The Business Environment</u>	
f. Economics	8
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	2
<u>Technical Skills</u>	
j. Information system	8
k. Quantitative Techniques/Statistics	6
l. Business Policies	6
<u>Integrative Area</u>	
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAC301
Course Name: HUMAN RESOURCE MANAGEMENT
Instructors: Iuvsanjamts L.
Required Text: Human Resources Management, 15th edition, Gary Dessler, 2016
 “Хүний нөөцийн менежмент, Х. Пүрэвдагва, Г.Батхүрэл нар, БУХС,” 2021

Course Description: The course covers basic understandings of human resources and human resources management key functions as human resource planning, recruitment, selection, development and training, performance management, reward system and employees’ discipline and safety. Students will obtain knowledge and skills about effective human resource planning, recruiting, selecting coordinating and controlling functions and its practices. Skills of planning, implementation and monitoring of human resources in business entities Skills to organize effective human resource management for business entities.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
HUMAN RESOURCE MANAGEMENT— A CONCEPTUAL FRAMEWORK	
I. a. Introduction to Human Resource Management	8
b. Meaning of Human Resources	
c. Objectives of HRM	
HR PROCUREMENT	
II. a. Job Analysis and Design	12
b. Human Resource Planning	
c. Recruitment	
d. Selection	
HUMAN RESOURCE DEVELOPMENT	
III. a. Career Planning and Guidance	12
b. Employee Training	
c. Management Development	
HR EVALUATION AND COMPENSATION	
IV. a. Performance Evaluation and Job Evaluation	12
b. Compensation Administration	
c. Incentives and Benefits	
HR MAINTENANCE AND MOTIVATION	
V. a. Employee Well-Being	8
b. Employee Welfare and Social Security	
c. Workers’ Participation and Empowerment	
d. Job Rotations	
HR INTEGRATION	
VI. a. Industrial Relations	6
b. Discipline and Disciplinary Action	
c. Employee Grievances	
HR SPECIAL TOPICS	
VII. a. Ethical Issues in Human Resource Management	6
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes (or % of a 3-Hour Course*)
Functional Areas	0
a. Marketing	4
b. Business Finance	0
c. Accounting	22
d. Management	4
e. Legal env.	4
f. Economics	4
The Business Environment	4
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	4
Technical Skills	4
j. Information system	6
k. Quantitative Techniques/Statistics	6
Integrative Area	6
l. Business Policies	2
m. or I. Comprehensive and integrating experience	64
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
f. Economics	12
<u>The Business Environment</u>	
g. Business ethics	4
h. Global Dimensions of Business	0
i. Business Communications	4
<u>Technical Skills</u>	
j. Information system	0
k. Quantitva 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.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
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>

Summary of UG CPC Topics Covered in this Course:		Hours/Minutes (or % of a 3-Hour Course*)
<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>
<u>Integrative Area</u>	l. Business Policies	<u>2</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
<u>The Business Environment</u>	
f. Economics	32
g. Business ethics	2
h. Global Dimensions of Business	6
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>4</u>
<u>Integrative Area</u>	
m. or l. Comprehensive and integrating experience	<u>2</u>
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.BAB302
Course Name: International Economics and Business Environment
Instructors: Ariunaa. Kh, Tamir. T
Required Text: “International Business”, Global Edition 16th Edition, Lee Radebaugh (Author), Daniel Sullivan John Daniels, International Economics, 7/E, James Gerber,

Course Description: This course presents foundational theories of International Monetary Economics and applies it towards gaining an understanding of recent events and current macroeconomic policy issues. The theory presented in this course covers a broad range of topics including exchange rate determination, monetary and fiscal policy in an open economy, balance of payments crises and the relative advantages of fixed and flexible exchange rate systems. The insights provided by these theoretical frameworks will enable us to discuss topics such as debt crises in Latin American countries, the single currency in Europe, the Asian financial crisis and the international monetary reform. This course approaches the study of international business from three standpoints: (1) A survey of classical international trade and investment theories; (2) An analysis of economic, financial, political and cultural or legal environments within which international business takes place and; (3) An exposition of normative tools for managers who must function in a global competitive environment.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Background for International Economy and Business	8
A. Introduction: Global economy and International Business	
B. International Economic Institutions Since World War II, Cross-National Cooperation and Agreements	
II. International Trade	28
A. Comparative Advantage and the Gains from Trade	
B. Comparative Advantage and Factor Endowments	
C. Beyond Comparative Advantage	
D. Governmental Influence on Trade: International Trade Policy: Tariff and Nontariff barriers	
E. Commercial Policy and USA	
F. International Trade and Labor and Environmental Standards	
III. National Environmental differences	12
A. The Cultural Environments	
B. The Political and Legal Environments	
C. The Economic Environments	
IV. World Financial Environment	13
A. Global Foreign-Exchange Markets	
B. Exchange Rates and Exchange Rate Systems	
C. Open Economy Macroeconomics	
D. Foreign Direct Investment and Collaborative Strategies	
V. Regional Issues in the Global Economy	3
A. Export-Oriented Growth in East Asia Export-Oriented Growth in East Asia	
B. China and India in the World Economy	
<u>Total Sessions (Coverage Hours)</u>	64
	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>	2
a. Marketing	
b. Business Finance	2
c. Accounting	2
d. Management	4
e. Legal env.	4
<u>The Business Environment</u>	18
f. Economics	
g. Business ethics	4
h. Global Dimensions of Business	18
i. Business Communications	4
<u>Technical Skills</u>	2
j. Information system	
k. Quantitative Techniques/Statistics	2
<u>Integrative Area</u>	2
l. Business Policies	
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: S.BEM246
Course Name: Business ethics
Instructors: Enkhtsolmon.E, Naranbaatar.B, Battseren.Ts
Required Text: Denis Collins. Business Ethics: Best Practices for Designing and Managing Ethical Organizations, Second Edition. 2018., SAGE Publications, Inc.,978-1506388052.

Course Description: Business ethics studies appropriate business policies and practices regarding potentially controversial subjects, including corporate governance, insider trading, bribery, discrimination, corporate social responsibility, fiduciary responsibilities, and much more. The law often guides business ethics, but at other times business ethics provide a basic guideline that businesses can follow to gain public approval.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. About ethics	
A. What is moral?, The development and scope of ethics	10
B. The norm of ethics, The function of ethics	
C. Ethical consciousness, Moral consciousness The development of moral consciousness Value and preference	
II. Conceptions of ethics	
A. Deontological ethics. Responsibility, Ethical responsibility and its main characteristics, The conflict between individual rights and public interest	8
B. Utilitarian ethics. Jeremy Bentham, Mill John Stuart, Different types of modern utilitarianism	
III. Theory of justice	
A. Understanding about justice	
B. Concepts of justice, Freedom, equal right and equal condition	10
IV. Business Ethics and Scope	
A Basic Principles of Business Ethics	12
B Etiquette and established concepts of business communication, Code of business ethics	
V. Social responsibility and sustainable development	10
A Corporate Social Responsibility	
B. What is corruption? Corruption and its types	
VI. E-business relations and features	
A Ethical Issues in E-Business, Ethics of managerial communication	14
B. Ethical trends and changes in modern business, Manager's image formation	
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes (or % of a 3-Hour Course*)
Functional Areas	
a. Marketing	2
b. Business Finance	2
c. Accounting	2
d. Management	4
e. Legal env.	4
The Business Environment	
f. Economics	2
g. Business ethics	24
h. Global Dimensions of Business	4
i. Business Communications	8
Technical Skills	
j. Information system	4
k. Quantitative Techniques/Statistics	0
l. Business Policies	8
Integrative Area	
m. or l. Comprehensive and integrating experience	0
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	
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course: **Hours/Minutes
(or % of a 3-Hour Course*)**

Functional Areas	a. Marketing	2
	b. Business Finance	2
	c. Accounting	0
	d. Management	8
	e. Legal env.	6
	f. Economics	2
The Business Environment	g. Business ethics	4
	h. Global Dimensions of Business	4
	i. Business Communications	30
	j. Information system	2
Technical Skills	k. Quantitative Techniques/Statistics	0
	l. Business Policies	4
Integrative Area	m. or l. Comprehensive and integrating experience	0

Abbreviated Course Syllabus

Course Number: S.ITM101
Course Name: Applied Information Technology
Instructors: Munkhchimeg B.
Required Text: 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)	

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	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>
<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		<u>64</u>

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**

<u>Summary of UG CPC Topics Covered in this Course:</u>		<u>Hours/Minutes</u> <u>(or % of a 3-Hour Course*)</u>
	n. Marketing	0
<u>Functional Areas</u>	o. Business Finance	0
	p. Accounting	0
	q. Management	0
	r. Legal env.	2
<u>The Business Environment</u>	s. Economics	0
	t. Business ethics	2
	u. Global Dimensions of Business	2
	v. Business Communications	<u>0</u>
	w. Information system	<u>36</u>
<u>Technical Skills</u>	x. Quantitative Techniques/Statistics	<u>12</u>
	y. k. Business Policies	<u>6</u>
<u>Integrative Area</u>	z. or l. Comprehensive and integrating experience	<u>4</u>
	Total Estimated CPC Coverage Hours	<u>64</u>

Abbreviated Course Syllabus

Course Number: B.BA341
Course Name: Business Information Systems
Instructors: Munkhchimeg B.
Required Text: Business Information Systems, Technology, Development and Management for the Modern Business, 6th edition, Pearson Copyright 2019

Course Description: Starting from basic concepts this course provides a comprehensive and accessible guide to:

- understanding the technology of Business Information Systems
- choosing the right Information System for an organization
- developing and managing an efficient Business Information System
- employing information systems strategically to achieve organizational goals

This course has few key topics such as: Big Data Analytics Cloud Computing Industry 4.0 Internet of Things Business Information Systems does not assume any prior knowledge of IS or ICT, and new concepts are simply defined. New business examples, case studies and web links are fully integrated throughout, illustrating the relevance and impact of information systems in today's business environment.

The importance of managing information and knowledge as a key organisational asset, the transformation process from data to information of high quality, the process and constraints of decision making, the different kinds of decisions that managers make and how these affect the organisation. How managers can maximise an organisation's use of technology by understanding BIS, How BIS can help achieve competitive advantage.

Topic Outline:	Hours/Minutes
I. Introduction to business information systems	24
1 Basic concepts - understanding information	
2 Basic concepts: an introduction to business information systems	
3 Hardware and software	
4 Databases and analytics	
5 Networks, telecommunications and the Internet	
6 Enterprise and functional BIS	
II. Business information systems development	24
7 An introduction to acquiring and developing BIS	
8 Initiating systems development	
9 BIS project management	
10 Systems analysis	
11 Systems design	
12 System build, implementation and maintenance: change management	16
III. Business information systems management	
13 Information systems strategy	
14 Information systems management	
15 Managing information security	
16 End-user computing - providing end-user services	
<u>Total Sessions (Coverage Hours)</u>	64

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
	(or % of a 3-Hour Course*)

	a. Marketing	6
<u>Functional Areas</u>	b. Business Finance	8
	c. Accounting	6
	d. Management	6
	e. Legal env.	2
	f. Economics	8
<u>The Business Environment</u>	g. Business ethics	2
	h. Global Dimensions of Business	2
	i. Business Communications	0
<u>Technical Skills</u>	j. Information system	12
	k. Quantitative Techniques/Statistics	6
<u>Integrative Area</u>	l. Business Policies	6
	m. or I. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours		64

Abbreviated Course Syllabus

Course Number: B.BAM213
Course Name: Digital Transformation
Instructors: Munkhtuya Ts.
Required Text: “The Digital Transformation Playbook: Rethink Your Business for the Digital Age”, Columbia Business School Publishing, Illustrated Edition, David L. Rogers

Course Description: In this course, participants will gain comprehensive understanding of the fundamental elements essential for organizations' digital transformation prowess, encompassing people, tools, and processes. Moreover, the curriculum delves into an exploration of five key domains crucial for digital transformation: customers, competition, data, innovation, and value. Throughout the course, students will methodically analyze the intricacies of digital transition, identifying the precise expertise and proficiencies required. They will adeptly orchestrate ongoing personal development initiatives, cultivating the capacity to adapt and evolve in alignment with the demands of this dynamic landscape.

Topic Outline: **Hours/Minutes**
(or % of a 3-hour Course)

I. Background of digital transformation and business models	36
A. Introduction and historical background of digital transformation	
B. Smart and digital business models	
C. Digital maturity model and availability model	
D. Platform-based business models	
E. Components of digital transformation: Customer, Competition, Data, Innovation, Value proposition	
F. Digital transformation component: Customer	
G. Digital transformation component: Competition	
H. Digital transformation component: Innovation	
I. Digital transformation component: Data, Value Proposition	
II. Digital transformation Roadmap	8
A. Digital transformation strategy roadmap	
B. Digital transformation technology roadmap	
III. Disruptive technologies and competencies	20
A. Digital competencies	
B. Disruptive business models	
C. Internet of Things and Smart solutions, Robotics	
D. Virtual reality technologies	
E. Cyber security	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

Summary of UG CPC Topics Covered in this Course: Hours/Minutes
(or % of a 3-Hour Course*)

	a. Marketing	4
	b. Business Finance	2
<u>Functional Areas</u>	c. Accounting	0
	d. Management	6
	e. Legal env.	0
<u>The Business Environment</u>	f. Economics	0
	g. Business ethics	2
	h. Global Dimensions of Business	22
	i. Business Communications	<u>2</u>
<u>Technical Skills</u>	j. Information system	<u>22</u>
	k. Quantitative Techniques/Statistics	<u>0</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: B.BA346
Course Name: Digital Business
Instructors: Oyungerel Delger
Required Text: “E-Commerce: Business, Technology, Society”, Global Edition 10th Edition, Kenneth C.Laudon, Carol Guercio Traver, Pearson Publication.

Course Description: Digital Business, a dynamic and comprehensive course designed to equip students with the knowledge and skills required to thrive in the ever-evolving landscape of digital business. In this course, we delve into the fundamental principles, strategies, and technologies that underpin the world of digital business. This course integrates theoretical knowledge with practical applications, encouraging students to apply concepts through case studies, projects, and real-world scenarios. By the end of the course, students will have a holistic understanding of digital business essentials and be prepared to navigate the complexities of the digital economy.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
Module 1: Introduction to Digital Business Explore the evolution of business in the digital age. Understand the key concepts, terminology, and frameworks in digital business. Analyze case studies of successful digital business transformations.	<u>8</u>
Module 2: E-Commerce Fundamentals Examine the foundations of electronic commerce. Explore different e-commerce models, platforms, and payment systems. Discuss the impact of e-commerce on traditional business models.	<u>8</u>
Module 3: Digital Marketing Strategies Investigate digital marketing channels, including social media, email, and search engine marketing. Develop an understanding of content marketing, influencer marketing, and data-driven decision-making. Explore the integration of digital marketing into overall business strategies.	<u>8</u>
Module 4: Data Analytics for Digital Business Introduction to data analytics and its role in digital business decision-making. Hands-on experience with data tools and platforms. Analyzing and interpreting data to drive business insights.	<u>8</u>
Module 5: Cybersecurity in Digital Business Examine the importance of cybersecurity in the digital business environment. Explore strategies to protect digital assets, customer data, and online transactions. Understand the ethical and legal considerations related to cybersecurity.	<u>8</u>
Module 6: Digital Business Models and Innovation Evaluate various digital business models, including platform-based, subscription-based, and ecosystem-driven models. Explore disruptive technologies and their impact on traditional industries. Foster a culture of innovation within a digital business context.	<u>8</u>
Module 7: Mobile Commerce and Emerging Technologies Investigate the role of mobile devices in digital business. Explore emerging technologies such as blockchain, artificial intelligence, and the Internet of Things (IoT). Understand how these technologies are reshaping business processes and customer experiences.	<u>8</u>
Module 8: Digital Business Strategy and Leadership Develop strategic thinking in the context of digital business. Analyze successful digital business strategies and leadership styles. Explore the challenges and opportunities of leading in a digitally-driven organization.	<u>8</u>
Total Sessions (Coverage Hours)	<u>64</u>

Summary of UG CPC Topics Covered in this Course:		Hours/Minutes (or % of a 3-Hour Course*)
Functional Areas	a. Marketing	2
	b. Business Finance	2
	c. Accounting	0
	d. Management	8
	e. Legal env.	4
The Business Environment	f. Economics	4
	g. Business ethics	4
	h. Global Dimensions of Business	8
Technical Skills	i. Business Communications	<u>0</u>
	j. Information system	<u>26</u>
	k. Quantitative Techniques/Statistics	<u>2</u>
Integrative Area	l. Business Policies	<u>4</u>
	m. Comprehensive and integrating experience	<u>0</u>
Total Estimated CPC Coverage Hours		<u>64</u>

Abbreviated Course Syllabus

Course Number: B.BAB301
Course Name: Business analytics
Instructors: Tamir. T
Required Text: Chris Chapman, Elea McDonnell Feit. R for Marketing Research and Analytics, 2nd ed. 2019. ISBN 978-3-030-14316-9

Course Description: In this course, you will learn how to perform advanced analysis of online and traditionally collected data and how to process data using machine learning. Advances in technology have made electronic use easier and more accessible. Information has a strong impact on the company's competitiveness, as electronic applications enable the creation of databases, processing of information, and decision-making based on this information. Regardless of the size of the business organization, all companies and business organizations can create a database.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
I. Applying data analysis to business decisions	4
II. Key business performance indicators	4
III. Concepts and Business Applications of Artificial Intelligence	4
IV. Basic concepts of machine learning	4
V. Cluster analysis	4
VI. Choice model	4
VII. Structural Equation Modeling	4
VIII. Calculate the probability of user engagement	4
IX. Segment the market based on data	4
X. Customer Lifetime Value	4
XI. Factor analysis	4
XII. Loyalty data analysis	4
XIII. Abandoned User Analysis	4
XIV. Data driven experimentation	4
XV. Word cloud	4
XVI. Sentiment analysis	4
<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 14
	b. Business Finance 0
	c. Accounting 0
	d. Management 0
	e. Legal env. 4
<u>The Business Environment</u>	f. Economics 2
	g. Business ethics 2
	h. Global Dimensions of Business 8
	i. Business Communications 2
<u>Technical Skills</u>	j. Information system 2
	k. Quantitative Techniques/Statistics 24
<u>Integrative Area</u>	l. Business Policies 4
	m. Comprehensive and integrating experience 2
Total Estimated CPC Coverage Hours	<u>64</u>

Abbreviated Course Syllabus

<u>Course Number:</u>	B.BAB306
<u>Course Name:</u>	Business policy and strategy
<u>Instructors:</u>	Ganbaatar.D
<u>Required Text:</u>	“Strategy management” First Edition 2018 Purevdagva Kh, Ganbaatar D, Tserenchimed L
<u>Course Description:</u>	Teaching business administration students the fundamentals of organizational strategic plan, researching and analyzing the company’s external and internal environment, as well as the main methods of strategic analysis.

<u>Topic Outline:</u>	<u>Hours/Minutes</u> <u>(or % of a 3-hour Course)</u>
I. Introduction to strategy management	8
D. The element of strategy	
E. Strategy management	
II. Situation analysis	28
J. External environment	
K. Internal environment	
L. SWOT analysis	
M. PESTEL analysis	
N. 5 C analysis	
III. The Strategy plan	12
G. Strategy control	
H. Strategy plan step	
IV. Functional strategies	13
L. Manufacturing strategy	
M. Marketing strategy	
N. Human resource strategy	
V. Industry analysis	
D. Boston consult matrix	
E. M.Porter 5 force analysis	
<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	4
	b. Business Finance	4
	c. Accounting	2
	d. Management	4
	e. Legal env.	4
<u>The Business Environment</u>	f. Economics	4
	g. Business ethics	4
	h. Global Dimensions of Business	8
	i. Business Communications	<u>2</u>
	j. Information system	<u>2</u>
<u>Technical Skills</u>	k. Techniques/Statistics	<u>4</u>
	l. k. Business Policies	<u>20</u>
<u>Integrative Area</u>	m. or l. Comprehensive and integrating experience	<u>2</u>
Total Estimated CPC Coverage Hours		64

Abbreviated Course Syllabus

Course Number: S.PMM301
Course Name: Project management
Instructors: Ariunjargal.D, Soyol-erdene.S, Nyambayar.Ch
Required Text: "Project management: A Strategic managerial approach", 11th edition, 2021, Jack R.Meredith, Samuel J. Mantel, Scott M; Project management institute, "A guide to the PMBOK / Project management body of knowledge/", 6th edition 2017; "Project management /case studies/, 5th edition 2017, Harold Kerzner

Course Description: This course provides students with a basic understanding of project management; basic functions of project management (selection, planning, execution, control, termination); Familiarity with project management standards; project management body of knowledge or PMBOK; Create a project activity and project calendar plan using Microsoft Project 2019; budgeting; project monitoring, auditing and control; managing ice organizations and teams; It is aimed at gaining understanding and knowledge about the functions and skills of project managers, and making them have the basic skills to work in project implementing organizations and teams.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I. Background for Project management	12
A. The nature and basic concepts of project management	
B. Importance and basic functions of project management	
C. Project management standards	
II. Project selection	8
A. A quantitative and non quantitative approach to project selection	
B. Project analysis	
III. Project management body of knowledge	12
A. Project time and human resource management	
B. Project risk management	
C. Project cost management	
IV. Project implementation	8
A. Project organization	
B. Project manager and team	
V. Project planning	8
A. Project planning	
B. Project schedule	
VI. Project controlling	12
A. Project Monitoring and Information Systems	
B. Project Controlling	
C. Project Auditing and Evaluation	
VII. Project Closeout	4
Total Sessions (Coverage Hours)	64

Summary of UG CPC Topics Covered in this Course:		Hours/Minutes (or % of a 3-Hour Course*)
	a. Marketing	2
Functional Areas	b. Business Finance	2
	c. Accounting	4
	d. Management	18
	e. Legal env.	4
The Business Environment	f. Economics	4
	g. Business ethics	4
	h. Global Dimensions of Business	4
	i. Business Communications	2
Technical Skills	j. Information system	4
	k. Quantitativa Techniques/Statistics	4
Integrative Area	l. Business Policies	4
	m. Comprehensive and integrating experience	8
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).

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. Why start a business?	14
A. Demand	
B. Competition	
C. Licensing	
D. Funding	
E. Commitment	
F. Support	
G. Management	
II. Startup process	22
A. Contact otd	
B. Protect intellectual property	
C. Seek input and network	
D. Plan the business	
E. Negotiate the license or option agreement	
F. Pursue funding	
III. Funding sources	12
A. Organic growth	
B. Friends and family	
C. Small business innovation research	
D. Angel inverstors	
E. Venture capitalists	
IV. Presenting to investors	3
V. Financing terminology	7
C. Equity	
D. Ownership compared to control	
E. Option pool	
F. Pre-and post-money valuation	
G. Convertible debt	
H. Preferred shares compared to common shares	
I. Anti-dilution	
VI. Company considerations	6
A. Legal representation	
B. Type of company	
C. Board of direstors and the advisory board	
D. Management team	
E. Space, insurance, and payroll	
<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
	g. Business ethics	4
<u>Technical Skills</u>	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. 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>	100%
	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