



American Graduate
School of Business
— Est. 1991 —
SWITZERLAND
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Bachelor of Science in Business Administration (BSBA)

CATALOGUE (2018-2019)



LIST OF COURSES

Fundamentals

COM 200	*Business English
COM 201	Oral and Writing Communication Skills
COM 211	Business Information Systems
MAT 201	Business Math
MGT 201	Principles of Management
MKT 201	Principles of Marketing

Core Modules

ACC 201	Financial Accounting I
ACC 211	Financial Accounting II
ACC 322	Management Accounting I
ACC 332	Management Accounting II
COM 221	Business Ethics
COM 222	Management Information Systems
COM 332	Society and Business Law
COM 343	Political Science
ECO 201	Micro-economics
ECO 211	Macro-economics
ECO 322	Global Economics
FIN 202	Introduction to Business Finance
FIN 312	Corporate Finance
FIN 423	Capital Budgeting and Financial Policy
FIN 433	Portfolio Management
MAT 211	Business Statistics
MGT 211	Human Resource Management
MGT 322	Business Strategy
MGT 332	Marketing Management
MGT 401	Supply Chain Management
MGT 412	Operations Management
MKT 211	Marketing Research
SFI 483	Capstone Project: Business Planning

Topical Modules

COM 212	Applied IT
COM 322	Critical and Creative Thinking
COM 414	Geopolitics
COM 423	International Relations
MGT 323	Future of Work
MGT 333	Leadership and Team Building
MGT 342	Cross Cultural Issues
MGT 343	Organizational Psychology
MGT 344	Organizational Behavior
MGT 345	Negotiations
MGT 422	Intro to Business Planning/Entrepreneurship
MGT 423	Product Development
MGT 432	Decision Making
MGT 433	Change Management
MGT 434	Management for Sustainable Development
MKT 220	Consumer Behavior
MKT 323	Leadership in Business
MKT 343	Advertising and Media



FUNDAMENTALS

***COM 200 - Business English (3 CH/4 ECTS)**

A Business English course for students at the Pre-Intermediate and Intermediate language levels.

**Only if required*

COM 201 - Oral and Writing Communication Skills (3 CH/4 ECTS)

The course presents the most important principles of oral and written communication that is important in today's business world. It is developed to enable students to improve their oral and written communication skills that may be used in different business contexts.

COM 211 - Business Information Systems (3 CH/4 ECTS)

The objective of this course is to provide students an overall view of Business Information Systems with a special dedication to managing daily activities. The aim is to have them aware of the most recent IT technical aspects while being in a position to give advices to their working environment about the proper usage of such tools. At the same time, students will understand the main relationships between business practices and IT and will be able to apply their knowledge in a practical way.

MAT 201 - Business Math (3 CH/4 ECTS)

This course focuses on the students obtaining a working knowledge of some of the fundamental concepts of Mathematical methods as used in contemporary business. The topics fall into the following three sections: A recap of Basic Maths including: The Language of Mathematics; Algebraic manipulations; Series; Equations; Inequalities; Functions and Graphs; An introduction to Financial Mathematics including: Buying and Selling; Simple Interest; Compound Interest; Time Value of money; Present Value and Future Value; Net Present Value; Rate of Return; Project Evaluation; An introduction to further mathematical techniques including: Set Theory; Matrices; Linear Algebra; Calculus; Functions of several variables.

MGT 201 - Principles of Management (3 CH/4 ECTS)

In this course students will gain knowledge and understanding of key management paradigms and theories, learn how to plan and develop management strategies, build effective teams and motivate them, and manage time, innovation and change. Particular emphasis will be placed on globalization issues, managing multicultural teams, managing for sustainability and social responsibility.

MKT 201 - Principles of Marketing (3 CH/4 ECTS)

Marketing has become an important way for survival today in all businesses. This course will give an insight into the real markets emphasizing on the 4Ps – Product, Price, Place and Promotion. Understanding and utilizing the concept of 4Ps into real business situations. Basic building of concepts and framework of Marketing problems and issues like market research, market segmentation, branding and positioning.



CORE MODULES

ACC 201 - Financial Accounting I (3 CH/4 ECTS)

A study of the Bookkeeping and simple Financial Accounting. The objective of the course is to use Bookkeeping and simple Financial Accounting in order to prepare simple Financial Statements.

ACC 211 - Financial Accounting II (3 CH/4 ECTS)

Continuation of Financial Accounting I to consider Asset Valuations and Bank Reconciliations. Course objective is to consider some Asset Valuations and make Journal Entries to correct errors.

ACC 322 - Management Accounting I (3 CH/4 ECTS)

During the course, students will study various methods of costing products and services in order to better understand the importance of costing for management control and the setting of sales price.

ACC 332 - Management Accounting II (3 CH/4 ECTS)

The objective of this course is to illustrate by example a range of Cost/Management Accounting issues and to emphasize the importance for companies and organizations to understand, control and manage costs.

COM 221 - Business Ethics (3 CH/4 ECTS)

This course will help our students in recognizing and understanding ethical issues at work. It will explain in detail the relationship between business ethics, religion and society with the help of relevant case studies and real corporate examples. Further, this course will increase awareness and critical self-evaluation of one's own values in business environment.

COM 222 - Management Information Systems (3 CH/4 ECTS)

The objective of this course is to provide students an overall view of Management Information Systems with a special dedication to strategic decisions. The aim is to have students enough aware and knowledgeable in IT to be able to decide, adopt and manage IT tools in full autonomy in their own environment or designated as power users in bigger companies. At the same time, they have to understand business processes to make a link between strategy, objectives and adequate tools. Understanding understand the usage of modern tools, they eventually will be in a position to give relevant information and insights to the General Management. Reading practical cases and finding out proper solutions to solve them, they will also be entitled to develop a practical orientated mindset.

COM 332 - Society and Business Law (3 CH/4 ECTS)

This course aims at presenting the basics of business law and its evolution since the Hammurabi Code (2000 B.C.) into common law and the Swiss system along with society's evolution. After a brief historical description and an explanation about positioning of business inside a given society, students will examine the interrelations between society's constitution and development of business legislation. Students will then make the distinction between the different legal systems and the specialization of laws, with a main emphasis on trade/business/corporate law. Different business situations, but also real cases, will be distributed and commented. They will then have a global overview of the problematic that can derive from local and international trade, electronic trade, exchange and transportation of goods, including aspects of sustainability and environment protection. They will also be confronted to criminal law linked to bad business practices.

COM 343 - Political Science (3 CH/4 ECTS)

This course aims at giving students a global understanding of the origins of political science as well as an overview about its modern applications while helping them integrate this new knowledge into their daily practices, either as businessmen/women or as citizens. Political science having evolved at the same speed as civilizations with certain acceleration at specific periods (Ancient Greeks, Christianity, Feudal period and Renaissance, Communism, etc.), it is necessary to draw parallels between some parts of the history of mankind and theoretical concepts of political science (Machiavellism, Marxism, Totalitarianism, Nazism, European Construction). In today's society, citizens are supposed to understand the relationship between



business and society, to have a general overview on how businesses interact with political practises and regulations and therefore on how the political power is linked to the reality of people's life. As voters, we are supposed to give fundamental orientations to our members of parliament or to our president and we have the right to support or to oppose to a multitude of projects and regulations that will affect our standard of living and our welfare.

ECO 201 - Micro-economics (3 CH/4 ECTS)

Micro-economics I focusses upon case studies and applications of Demand and Supply analysis: Equilibrium Price determination; Elasticities of Demand and Supply; government Intervention in Perfect Free Markets. Micro-economics II concentrates upon the Economics of the firm and Managerial Economics: theory of wages; Short Run costs and productivity; Long Run product and cost curves; factors influencing the overall size of firms/large firms versus small firms; theoretical and real-world, industrial, market structures. Demonstration of the importance of basic micro-economic concepts and techniques as tools and instruments for international managers. Illustration of the role of micro-economics within the domain of the exogenous, dynamic, economic external environment of international business. Examination of basic, essential elements of micro-economics, such as Elasticity, Demand and Supply analysis, the Classical Theory of the Firm, Economics and Diseconomies of Scale. Application of micro-economic theories and their relationship to real-world economic situations, such as Price discrimination, real-world, industrial market structures; examination of the real-world determination of oil Prices, wages, producer-pricing strategies; insight into real-world economic trends, such as ever-larger oligopolistic firms despite the survival of small firms.

ECO 211 - Macro-economics (3 CH/4 ECTS)

Demonstration of the importance of basic macro-economic concepts and techniques as tools and instruments for international managers. Illustration of the role of Macro-Economics within the domain of the external economic environment of international business. Examination of fundamental macro-economic theories: Pre-Keynesian Classical Economists; traditional Keynesian Economics and the Cambridge School of Neo-Keynesians; the Chicago School of Friedmaniac Neo-Monetarism; Regional Economics. AGSB's course in applied macro-economic issues will equip you with concrete tools and methods to make the relationship and application of real-world economic data to macro-economic theories in the most-concise terms. Students should be able to apply Neo-Keynesian and Neo-Monetarist Theories in order to explain: dynamic, real-world economic problems, such as Inflation, Unemployment, Economic Growth; dynamic government macro-economic policies, such as fiscal policy, monetary policy, Regional Policies; variable levels of macro-economic identities, such as aggregate Consumption, Savings, Investment. The key benchmark is the ability to make the relationship and application of real-world economic data to macro-economic theories in the most-concise terms. Every macro-economic problem and every aspect of government macro-economic policy

ECO 322 - Global Economics (3 CH/4 ECTS)

Examination in detail of the real-world, international economic debate, Laissez Faire versus Interventionism, via the application of international economic theories: Smithsonian Model/Free Market, Capitalist economy and Marxist Model/Communist, State, Central Planning are used to demonstrate real-world mixed economies; economic rationales for Nationalization and Privatization are used to explain world-wide Privatization, especially debt-for-equity-swap programmes within more-open economies of emerging markets; the greater importance of Free Trade is examined within newly-deregulated global markets and Customs Union trading blocs.

FIN 202 - Introduction to Business Finance (3 CH/4 ECTS)

An introduction to the principles of business finance and the corporate finance function. Topics covered include an overview of the objectives of the financial management, an interpretation of the principal financial statements as seen from the finance point of view, using financial statements to uncover strengths and weaknesses in the business, short- and long-term debt financing, equity financing, an overview of capital markets, the structure of interest rates, financial planning as well as risks and risk management. The concept of social responsibility of business is presented and debated. Value maximization and risk/return trade-offs in financial decision-making are used as integrative concepts throughout the course.



FIN 312 - Corporate Finance (3 CH/4 ECTS)

A systematic approach to the principles of Finance and the corporate finance function. Topics covered include an overview of the money and capital markets, the time-value of money, financial analysis, short- and long-term financing, working capital management and long-term investments. The concept of social responsibility of business is presented and debated. Value maximization and risk/return trade-offs in financial decision-making are used as integrative concepts throughout the course.

FIN 423 - Capital Budgeting and Financial Policy (3 CH/4 ECTS)

This course examines a company's capital structure as well the process through which its long-term investments are evaluated. The time-value of money principle is discussed together with the most common capital budgeting methodologies. The risks inherent to any investment are identified and quantified. The optimal capital structure for a company is defined and the most appropriate sources of funds are used for financing the said investments. Topics discussed include the determination of future estimated cash flows, component costs, cost of capital and financing alternatives.

FIN 433 - Portfolio Management (3 CH/4 ECTS)

The course covers the theory and accumulated knowledge related to wealth and portfolio management. Topics covered include financial markets, market efficiency, classes of assets, fixed- and variable-income securities, dividends, diversification, investment objectives and the trade-off between risk and return. A particular emphasis is placed on the investment industry in Switzerland and its approach to portfolio design and management.

MAT 211 - Business Statistics (3 CH/4 ECTS)

Business Managers have to make crucial and critical decisions, and use procedures and techniques of statistical analysis to ensure that such decision making is based on relevant and factual information. Business Statistics examines ways and provides procedures/tools to collect, interpret and transform data so as to guide informed business decision making. Statistics itself is comprised of two major branches, both of which are applicable to managing business. Descriptive Statistics focuses on collecting, summarizing and presenting a set of data, optimally. Inferential Statistics uses sample data to make inferences about a population. Applications of statistics extend to all key areas of business including finance, marketing, management, entrepreneurship and accounting.

MGT 211 - Human Resource Management (3 CH/4 ECTS)

Most companies will proclaim that the people are their most important asset. Managing people effectively is an important element of organizational effectiveness and a base for the long-term, sustainable competitive advantage. Through this course, students will develop an understanding of how decisions related to managing human resource contribute to organizational effectiveness and a firm's competitive advantage.

MGT 322 - Business Strategy (3 CH/4 ECTS)

This introductory strategy course emphasizes the fundamentals of corporate and business level strategy formulation, while also evaluating inter-related aspects of strategy implementation (via strategic case analysis). Strategic management is a set of managerial decisions and actions that affect the long-run performance of the firm, in its business environment. It includes environmental scanning (internal and external), strategy formulation, strategy implementation and evaluation and control. To be successful in the long run the firm must not only be able to execute current activities in existing markets, it must also be able to adapt its activities to new and changing markets. This course will provide conceptual frameworks, tools and techniques to analyze, develop, and implement firm strategies, including discussion of the dynamics and evolution of industry structure, and the pattern of interaction among the competitors in the industry. The course will also discuss assessment of the organizational resources that form the basis for firm-specific capabilities (internal assessment) that can be leveraged to develop strong/superior competitive strategy in the marketplace. Aspects of strategy implementation and feedback/control (through budgets, programs, policies, and standards and metrics) will be briefly discussed alongside the strategy formulation and analysis aspects.



MGT 332 - Marketing Management (3 CH/4 ECTS)

This course provides an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development, promotion planning, distribution and pricing. It provides an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control.

MGT 401 - Supply Chain Management (3 CH/4 ECTS)

Supply Chain Management (SCM) involves the management of material, information, and finance flows in multi-stage supply-production-distribution networks. Driven by fierce global competition and enabled by advanced information technology, many companies have taken initiatives to reduce costs and increase (inter-and intra-firm) responsiveness to changes in the global marketplace, by effectively and efficiently developing and managing well-integrated and coordinated, global supply chains. This course introduces a framework to examine the spectrum of supply chain management strategies and challenges. The primary focus is to develop a good understanding of strategic, tactical and operational issues of SCM.

MGT 412 - Operations Management (3 CH/4 ECTS)

Operations Management is a key element in the improvement of productivity for competitive advantage, and involves the study of methods to efficiently and effectively produce and distribute the goods and services sold by firms. For competitive advantage all companies must have a comprehensive, strategic business model with well-planned synergies between their marketing strategy, operations strategy and financial strategy. Operations Management is also deeply intertwined with other key business topics and this will be reflected in the course.

MKT 211 - Marketing Research (3 CH/4 ECTS)

This course is designed to prepare the student to be able to collect, analyze, and interpret economic, demographic, and sociological data for use in marketing decision making. Each student comes to the class with a different level of experience and understanding. The several exercises and group project that you will participate in are designed to give you experience. They are designed to challenge more experienced students, yet be achievable with work by the least experienced.

SFI 483 - Capstone Project: Business Planning (3 CH/5 ECTS)

This course intends to provide resources for the design and execution of new business ventures within organizations, between organizations and on an individual basis. The implications of the entrepreneurial experience and its influence on structure, function and operation of the evolving firm will be examined particularly in the financial context. Familiarises students with the necessary procedures to design the most appropriate planning and control system for a given situation. A systematic approach to design and implementation of methods for planning and controlling. At the end of the course students are required to prepare their oral presentations of their BPs for jury's approval.



TOPICAL MODULES

COM 212 - Applied IT (3 CH/4 ECTS)

The objective of this course is to provide students an overview of the most currently used software for administration and business purposes. While hundreds of thousands of software are available on the market, few of them are widely used throughout industries and countries for general tasks, while specialized software is very common in specific industries and functions. The aim of the course is to allow students to elaborate administrative solutions with different software in a practical approach in order to solve day-to-day problems companies typically face in their standard operations.

COM 322 - Critical and Creative Thinking (3 CH/4 ECTS)

Numerous studies have shown that today's employers value critical thinking, complex problem-solving and creative/innovative thinking skills more than anything in the graduates that they are seeking to hire. The present course aims to help assist students in acquiring such skills, apply them in case studies resembling typical professional situations, and assist them in how to use these skills to more fruitfully study in all the other courses they are taking at the university. The material learned in this course should significantly help their chances of finding employment in their professional area of choice, as well as serve as a differentiator in AGSB's marketing to students. The course will liberally use case studies and team work to apply the concepts to real-life situations that might confront the students in their professional career.

COM 414 - Geopolitics (3 CH/4 ECTS)

This course examines the dynamics of how states interact and the forces that shape these interactions. We will examine how the contemporary state system was formed, the specific elements of its present state and challenges it faces. Additionally, this course looks at non-state actors and non-state forces that influence the dynamic of the international system, such as terrorism, migration, NGOs and pollution. Each course meeting will center on a specific theme. Additionally, we will examine theories and frameworks for understanding international relations throughout the course. In the final two regular sessions of the course, we will apply what we have learned to geopolitical case studies.

COM 423 - International Relations (3 CH/4 ECTS)

The course provides students with an overview of World Affairs since 1914. It presents students with International Relations' theories and methods of analysis. The course outlines the main trends in International Affairs for the decades to come. The course pursues three aims: a) providing students with an overview of the principles, concepts, and methods applied in the field of International Relations; b) familiarizing students with institutions and actors involved in International Relations; c) reflecting on the challenges facing the so-called international community.

MGT 323 - Future of Work (3 CH/4 ECTS)

This course is designed to help students grasp the extent of change that is shaping the employment market of today and tomorrow and help them identify the impact of these changes on the careers they are preparing for. They will be guided to reflect on the impact of the future workplace change from the individual, group, and organizational perspective. Topics such as talent management, teamwork, artificial intelligence, employee engagement, entrepreneurship and intrapreneurship, future leadership competencies, workplace diversity, contingent workers and gig economy will be developed and discussed.

MGT 333 - Leadership and Team Building (3 CH/4 ECTS)

Leadership is a practice; it is neither a science nor a profession. This course will work on two levels: it will bring key concepts (leadership, performance, team building, organization theory, etc.) and knowledge in the current context in terms of leadership. In addition, the course will prepare students for real leadership challenges in the business world with a practical approach including a simulation exercise.



MGT 342 - Cross Cultural Issues (3 CH/4 ECTS)

This course explores issues related to intercultural practices. It examines the important role of social, cultural, and historical context in human and business interactions. To increase students' understanding of the growing interdependence of nations and peoples and to develop students' ability to apply a comparative perspective to cross-cultural social, economic, and political experience.

MGT 343 - Organizational Psychology (3 CH/4 ECTS)

To study and understand the psychology and behavior of employees working in an organization. The course emphasizes on various aspects like learning, stress, managing conflict, motivation, individual differences and effective management of people. Further it deals with managing in groups, leadership, and interpersonal behavior at workplace. To understand various psychological theories and its applications at workplace. Study the concepts of staff planning, job analysis, performance management, training and development.

MGT 344 - Organizational Behavior (3 CH/4 ECTS)

Organisational Behaviour course deals with human behavior in a variety of organizations and business situations. Great part of our lives we spend in organisations. As students in schools and universities, as adults in offices and factories, as consumers in leisure organisations like clubs and shops. We will view differently the organisations when we put to practice and reflection what we already know about structures that surround us. And we will possibly be better in acting within them as well as managing and directing them as leaders. As we start developing the conceptual framework, the in-depth case discussions, and skill-oriented activities will be applied to each topic. Covered topics will include motivation and attitudes, values and personality, group and team dynamics, leadership, communications, power, conflicts and negotiations, change management and organisational design.

MGT 345 - Negotiations (3 CH/4 ECTS)

This course aims at providing the students with the fundamental principles of negotiation and apply them to situations which are relevant to them. The purpose is twofold. Firstly, it is to provide students with a complete set of negotiation principles in order for them to obtain the resources they will need to achieve their goals in a business organization and in a multicultural environment. Secondly, it is to apply these principles to the strategic management of the corporation.

MGT 422 - Intro to Business Planning/Entrepreneurship (3 CH/4 ECTS)

The present is the first course of the two required for completing and presenting your complete version of a Business Plan at the end of the year. The present part will be dedicated to establishing the background of a BP (qualitative approach) before, in the second part, developing the second (quantitative) portion of the entire BP.

MGT 423 - Product Development (3 CH/4 ECTS)

Product Development are survival imperatives. If an organization doesn't change what it offers the world and the way which it creates and delivers its offerings, it will most likely not survive. There are many examples of how innovation contributes to competitive success – not just in financial terms but in terms of what the organization is trying to do in its environment. The essential ingredients in delivering successful new products and services are the key people involved and their creative ideas. It is not a process, it is all about people and management. In the best companies, new product development and innovation is an activity driven by vision, organizational energy, top leadership and lastly, process.

MGT 432 - Decision Making (3 CH/4 ECTS)

In the business world each organisation is unique, with its own objectives, capabilities and options – and that decision making is at the core of any successful business. The approach in this course concentrates on providing the necessary skills and expertise to be able to make good decisions which accepts that both quantitative and qualitative aspects are necessary for high quality decision making.



MGT 433 - Change Management (3 CH/4 ECTS)

This course is intended to deepen the understanding of the challenges, the techniques, and the problems associated with initiating and implementing major change in an organization. The course aims to assist the participant in acquiring new skills and competences for understanding, managing and leading organizational change.

MGT 434 - Management for Sustainable Development (3 CH/4 ECTS)

This course will examine the framework of sustainable development in terms of economic development, social inclusion, governance and environmental stewardship. An overview of the world economy will be presented, exploring the concepts of population growth and demographics, poverty and income inequalities, environmental threats, social well-being, economic empowerment, urbanization and governance. The notions of convergence and divergence will be discussed with regard to income gaps and social inclusion. Participants will be encouraged to actively engage in discussions and exercises to measure and compare certain economic and social indicators in order to better grasp their meanings and applications.

MKT 220 - Consumer Behavior (3 CH/4 ECTS)

This course is designed to make students understand how consumers choose, buy, use and evaluate products and services. The approach is scientific but also practical. To understand the individual consumer and her/his behavior. To acknowledge what implications this behavior has on organizations, their marketing strategy and the communication with their market.

MKT 323 - Leadership in Business (3 CH/4 ECTS)

The main goal of this course is to help students understand business leadership from a variety of perspectives: historically, how the concept of business leadership has evolved by studying various scholarly articles past and present and practically, by studying some of the international leaders of our times, with a particular emphasis placed on international leadership. Participants of this course will also gain some insight into their own leadership style and abilities.

MKT 343 - Advertising and Media (3 CH/4 ECTS)

The course introduces students to the fundamentals of advertising strategies, creativity, research, effectiveness and implementation. The course also covers the evolution of advertising in various mediums (newspapers, TV, radio, film, etc.), and looks at related legal and ethical concerns (public relations, ethics, mass manipulation, censorship, etc.) of today.

SEMINAR(S)/FIELD TRIP(S) (8 CH/8 ECTS)

Distributed over the duration of the BSBA program. Seminar(s)/Field Trip(s) takes place at least once per academic year.