

School			
Major		Master of Business Administration (LIU-Hochschule Worms Dual Degree)	
Core Requirements			
Code	Title	Credits	Description
BACC525	Accounting for Managers	3	This course deals with financial statement understanding and analysis. Emphasis will be placed on interpreting the financial statement figures and the reports (i.e. balance sheet, income statement and statement of cash flows). At the conceptual level, this course will enable managers to identify the company performance and financial position. In addition, it aims at expressing the difference between IFRS and GAAP application of accounting rules. It focuses on real cases to discuss the application of the standards and strategies.
BECO575	Economics for Managers	3	This course is designed to introduce students, from different backgrounds, to the major topics in economics which are necessary for decision making. The course provides students with macroeconomics indicators useful for business cycle analysis and investment decisions. It introduces public policy and examines the effects on firms' cost and supply functions. The course presents in the later stages, major economic goals of the firm, introduces pricing in different markets, and delivers the optimal decision making methods.
BFIN525	Corporate Finance	3	Corporate finance consists of a review of the financial theory and application, including short and long term financial management, capital budgeting with uncertainty, capital structure of corporations, cost of capital, dividend policy, working capital, cash flow management and investment analysis. This course will begin with an introduction to financial management and focus on the actions that managers take to increase the value of the firm to the stockholders. In addition, the techniques and analysis applied to allocate financial resources is acquired.
BHRM575	Managing Human Resources	3	This course introduces the concepts of human resource management, with the relationship to the management process and the changing impact that is being made in response to trends within the workplace. The content illustrates how all managers can use HR concepts and techniques, the role of HR in strategic planning and improved organizational performance, and the competencies required of HR managers. Why is HR management (HRM) important to all managers__ Managers do not want to make personnel mistakes, such as hiring the wrong person, having their company taken to court because of discriminatory actions,__ committing unfair labor practices. HRM can improve profits and performance by hiring the right people and motivating their personnel to enhance individual and corporate standards. In addition, the course illustrates how human resources play a key role in assisting companies to meet the challenges of global competition. It explains how the strategic objectives to lower costs, improve productivity, and increase organizational effectiveness are changing the way every part of the organization, including the HR department, conducts business.
BMGT525	Strategic Management & Corporate Governance	3	This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition.

BMKT525	Marketing Management	3	This course discusses the service industry, and the marketing implications. It focuses on developing marketing strategies for services, specifically in view of demand management, quality, and customer service. Building internal and external relationships is a competitive strategy for service marketing that forms an integral part for this course of study. Topics include: understanding services; strategic issues in service marketing; tools for service marketers; balancing demand and capacity, managing relationships and loyalty; improving service quality and productivity; and marketing plans for services. Prerequisite(s) BMKT505.
BRMM575	Business Research Methods	3	The purpose of the course is to provide students with a firm foundation and understanding of business research methods and the process of research. Instruction will be provided which will enable students to perform effective literature reviews. Students will be taught of the various research methodologies, the importance of ethical research conduct, and considerations of sampling and fieldwork to assist them with designing an appropriate method for their research. Each student is encouraged to critically evaluate different strategies and methods by identifying both the strengths and weaknesses of qualitative and quantitative methods. Students will be trained to identify the processes and methods applied in reporting and presenting the concluding results, which are extracted from SPSS_E-Views. Overall, this course equips students with the skills and expertise to develop and implement a research project.

Major Requirements			
Code	Title	Credits	Description
WMGT691	Major Requirement 1	4	Major Requirement
WMGT692	Major Requirement 2	4	Major Requirement
WMGT693	Major Requirement 3	4	Major Requirement

Major Electives			
Code	Title	Credits	Description
WACC640	Advanced International Accounting	3	In this course, special problem areas of international accounting will be discussed. The issues can vary depending on the current standard setting process of the IASB. Following key areas are planned: 1. Accounting of mergers 2. Accounting of non-derivative and derivative financial instruments 3. Accounting of share-based payments 4. Impairment tests 5. Segment reporting 6. Cash flow statement 7. Accounting of pension provisions 8. Accounting of real estate as being an investment.
WMGT640	Dynamic Strategy & Strategic Renewal	2	The course focuses on different international accounting topics: dynamic strategy & strategic renewal, path creation, transforming the resource-base, transforming the capability base (dynamic resource-based strategies), and business model transformation.
WMGT650	Crafting Strategy	2	The course focuses on the concept of strategy and how companies can evaluate their external environment, their resources & competitive position, and their capabilities. The course also explains the strategy development (generic strategies, tailoring strategy to fit industry and company situations, strategies, ethics and social responsibility). Finally, the course elaborates on the strategy execution.
WMGT655	Strategic Planning	4	This course focuses on the transfer of knowledge for modern planning instruments in strategic and operative planning. This course also helps the students know and understand the goals, tasks and processes of management within the scope of planning
WMGT665	Managing Corporate Distress	3	In this course, students will learn how to distinguish between [troubled] and [crisis] companies and how to use both qualitative and quantitative tools to effect solutions. As the form of restructuring is unique to each organization and what the entity intends to achieve, the course is designed to foster a better understanding of what corporations do and why they do it. The course thereby examines challenges and opportunities that organizations face within a restructuring phase.

WMKT640	Distribution Management	5	In the distribution management course, students receive knowledge about direct-marketing and strategies of direct marketing, besides value innovation, which focuses on reconsidering existing structures
WMKT650	Strategic Sourcing & Retail Procurement	2	In this course, students will get to know about core procurement functions and core cross-functional procurement processes. The course thereby focuses on the interdependence of retailers' strategy and procurement (brand building, market positioning, and differentiation). Practices of an effective in season management are discussed, based on selected product types (basic & promotion, perishables, fashion). Finally students will learn on how to set up and execute category management strategies.
WMKT655	Retail Strategy	2	In this course, students will learn about how to identify and exploit growth potentials and how to support the development of successful retail strategies. Strategy tools and "how to's" are taught providing a basic consulting skills and a toolkit for the corporate strategist.