Accounting

Recommended Textbook.

Only the following chapters:

- Chapter 3. The Accounting Information System
- Chapter 4. Income Statement and Related Information
- Chapter 7. Cash and Receivables
- Chapter 8. Valuation of Inventories: A Cost-Basis Approach
- Chapter 11. Depreciation, Impairments, and Depletion
- Chapter 15. Stockholders' Equity
- Chapter 23. Statement of Cash Flows

Alternative textbook:
Only the following chapters:

- Chapter 1. The accounting system
- Chapter 2. Accounting for ordinary business transactions
- Chapter 3. Adjusting and closing entries
- Chapter 4. Preparing Financial Statements

Financial statements

Recommended Textbook.


Only the following chapters:

- Chapter 1. The balance sheet and the fundamental principle
- Chapter 2. Creating a balance sheet
- Chapter 3. The profit&loss account and cash flow statement
- Chapter 4. Creating the profit&loss account and cash flow statement
- Chapter 7. Financial Analysis - introduction
• Chapter 8. Analysis of the enterprise
• Chapter 9. Analysis of the funding structure

**Banking and Financial Institutions**

Recommended Textbook.

Only the following chapters:

• Chapter 2. An Overview of the Financial System
• Chapter 4. The meaning of Interest Rates
• Chapter 7. The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis
• Chapter 8. An Economic Analysis of Financial Structure
• Chapter 9. Banking and the Management of Financial Institutions

**Corporate finance**

Recommended Textbook.

Only the following chapters:
• Chapter 1. Introduction to Corporate Finance
• Chapter 2. How to calculate Present Values
• Chapter 5. Net Present Value and other investment criteria
• Chapter 6. Making investment decisions with the Net Present Value rule
• Chapter 7. Introduction to Risk and Return
• Chapter 8. Portfolio Theory and the Capital Asset Pricing Model
• Chapter 9. Risk and the Cost of Capital
• Chapter 10. Project Analysis
• Chapter 16. Payout Policy
• Chapter 17. Does debt policy matter?
• Chapter 18. How much should a Corporation Borrow?

**Business Strategy**

**Business Management**

Recommended Textbook.


Only the following parts/chapters/paragraphs of the Book must be studied:

Part 1. Introduction

Chapter 1. The Concept of Strategy

• Introduction and objectives
• The role of Strategy in Success
• The Basic framework for Strategy Analysis
• How is Strategy Made? The Strategy Process

(excluded summary, self-study questions, notes and paragraphs not mentioned above)

Part 2. The tools of strategy analysis

Chapter 3. Industry Analysis: The Fundamentals

• Introduction and Objectives
• From Environmental Analysis to Industry Analysis
• Analyzing Industry Attractiveness
• Applying Industry Analysis to Forecasting Industry Profitability
• Using Industry Analysis to Develop Strategy
• Defining Industries: Where to Draw the Boundaries
• From Industry Attractiveness to Competitive Advantage: Identifying Key Success Factors

(excluded summary, self-study questions, notes and paragraphs not mentioned above)

Chapter 4. Further Topics in Industry and Competitive Analysis

• Introduction and Objectives
• Extending the Five Forces Framework
• Dynamic Competition: Hypercompetition, Game Theory and Competitor Analysis

(excluded summary, self-study questions, notes and paragraphs not mentioned above)

Part 3. Business strategy and the quest for competitive advantage

Chapter 7. The Sources and Dimensions of Competitive Advantage

• Introduction and Objectives
• How Competitive Advantage is Established and Sustained
• Types of Competitive Advantage: Cost and Differentiation
• Cost Analysis
• Differentiation Analysis
• Implementing Cost and Differentiation Strategies

(excluded summary, self-study questions, notes and paragraphs not mentioned above)

**Marketing**

Recommended Textbook.


Chapter to be studied:

Part 1. Defining Marketing and the Marketing Process

• Chapter 1. Marketing: Creating Customer Value and Engagement
• Chapter 2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value and Relationship

Part 2. Understanding the Marketplace and Customer Value

• Chapter 3. Analyzing the Marketing Environment
• Chapter 4. Managing Marketing Information to Gain Customer Insights

Part 3. Designing a Customer Value-Driven Strategy and Mix

• Chapter 7. Customer Value-Driven Marketing Strategy: Creating Values for Target Customers
• Chapter 8. Products, Services, and Brands: Building Customer Value
• Chapter 10. Pricing: Understanding and Capturing Customer Value
• Chapter 12. Marketing Channels: Delivering Customer Value
• Chapter 13. Retailing and Wholesaling
• Chapter 14. Engaging Customers and Communicating Customer Value: Integrated Marketing Communication Strategy