Accounting

Recommended Textbook.


Only the following chapters:

- Chapter 3. The Accounting Information System
- Chapter 4. Income Statement and Related Information
- Chapter 11. Depreciation, Impairments, and Depletion

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 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 16. Payout Policy
- Chapter 17. Does debt policy matter?

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
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

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
- Segmentation and Strategic Groups

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

Chapter 8. Industry Evolution and Strategic Change
- Introduction and Objectives
- The Industry Life Cycle

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 5. Consumer Markets and Buyer Behavior

**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