

Abbreviated Course Syllabus

<u>Course Number:</u>	S.BMM200
<u>Course Name:</u>	Basic marketing
<u>Instructors:</u>	Enkh-Amar.Ch
<u>Required Text:</u>	Phillip Kotler ""Marketing management"", 2015, 9780133856460 Bayrmaa.D "Marketing" 2007,978-99929-1-178-5
<u>Course Description:</u>	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.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
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>
<u>Functional Areas</u>	18
a. Marketing	18
b. Business Finance	2
c. Accounting	4
d. Management	4
<u>The Business Environment</u>	4
e. Legal env.	4
f. Economics	10
g. Business ethics	4
h. Global Dimensions of Business	6
i. Business Communications	2
<u>Technical Skills</u>	4
j. Information system	4
k. Quantitative Techniques/Statistics	4
<u>Integrative Area</u>	2
l. Business Policies	2
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.TM306T
<u>Course Name:</u>	Tourism marketing
<u>Instructors:</u>	Bulgamaa.G
<u>Required Text:</u>	“Tourism marketing” Jitendra Kumar Srivastava 2023
<u>Course Description:</u>	This course explores the principles and techniques of marketing in the context of the tourism and hospitality industry. It examines strategies for attracting and retaining tourists, promoting destinations, and managing the unique challenges faced by businesses in this sector.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. INTRODUCTION TO TOURISM MARKET	8
a. Definitions and scope of tourism marketing	
b. Marketing mix	
II. TOURISM MARKET ANALYSIS CONSUMER MARKET AND CONSUMER BUYING BEHAVIOR	8
a. Tourism marketing segmentation	
b. Marketing research	
III. PRODUCT DEVELOPMENT AND MANAGEMENT	12
a. Positioning	
b. Products	
c. Packing and Branding	
IV. PRICING AND PROMOTION	12
a. Pricing	
b. Promotion	
c. People, process and physical evidence	
V. DIGITAL MARKETING FOR TOURISM	12
a. Distribution Channels	
b. Direct and digital marketing	
c. Marketing strategies in digital age	
VI. DESTINATION MARKETING	12
a. Destination planing	
b. Destination marketing	
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>
<u>Functional Areas</u>	18
a. Marketing	18
b. Business Finance	2
c. Accounting	2
d. Management	2
<u>The Business Environment</u>	2
e. Legal env.	2
f. Economics	6
g. Business ethics	4
h. Global Dimensions of Business	8
i. Business Communications	4
<u>Technical Skills</u>	4
j. Information system	4
k. Quantitva Techniques/Statistics	4
<u>Integrative Area</u>	4
l. k. Business Policies	4
m. or l. Comprehensive and integrating experience	4
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.

Topic Outline:	Hours/Minutes (or % of a 3-hour Course)
I INTRODUCTION TO MANAGERIAL FINANCE	8
a. The Role of Managerial Finance	
b. The Financial Market Environment	
II FINANCIAL TOOLS	8
a. Financial Statements and Ratio Analysis	
b. Time Value of Money	
III VALUATION OF SECURITIES	8
a. Bond Valuation	
b. Stock Valuation	
IV RISK AND THE REQUIRED RATE OF RETURN	8
a. Risk and Return	
b. The Cost of Capital	
V LONG-TERM INVESTMENT DECISIONS	8
a. Capital Budgeting Techniques	
b. 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	
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	4
b. Business Finance	22
c. Accounting	4
d. Management	8
The Business Environment	
e. Legal env.	4
f. Economics	4
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	0
Technical Skills	
j. Information system	2
k. Quantitative Techniques/Statistics	4
Integrative Area	
l. k. Business Policies	2
m. or l. Comprehensive and integrating experience	2
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 (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	
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>
<u>Functional Areas</u>	0
a. Marketing	4
b. Business Finance	36
c. Accounting	4
d. Management	4
e. Legal Env.	4
f. Economics	12
<u>The Business Environment</u>	0
g. Business ethics	0
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information system	0
<u>Technical Skills</u>	0
k. Quantitative Techniques/Statistics	0
<u>Integrative Area</u>	0
l. k. Business Policies	0
m. or l. Comprehensive and integrating experience	0
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	
c. 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	2
a. Course review	
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	4
b. Business Finance	2
c. Accounting	0
d. Management	30
The Business Environment	
e. Legal env.	4
f. Economics	2
g. Business ethics	4
h. Global Dimensions of Business	4
i. Business Communications	4
Technical Skills	
j. Information system	4
k. Quantitiva Techniques/Statistics	2
Integrative Area	
l. k. Business Policies	4
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

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 (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	
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>
<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
<u>Integrative Area</u>	
l. Business Policies	6
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.BAM204
<u>Course Name:</u>	Business Law
<u>Instructors:</u>	Nyamdulam.T, Oyungerel. A
<u>Required Text:</u>	“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
a. Legal regulation of investment	
b. Legal regulation of intellectual property	
c. Tax regulation	
d. Legal regulation of competition	
e. 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	
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>
<u>Functional Areas</u>	
a. Marketing	2
b. Business Finance	2
c. Accounting	2
d. Management	2
e. Legal env.	24
<u>The Business Environment</u>	
f. Economics	12
g. Business ethics	4
h. Global Dimensions of Business	0
i. Business Communications	4
<u>Technical Skills</u>	
j. Information system	0
k. Quantitative Techniques/Statistics	0
<u>Integrative Area</u>	
l. Business Policies	12
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

Course Number: B.TMM101
Course Name: Microeconomics
Instructors: Enkhtuul. Ts, Altantsetseg. D, Battulga. B, Odmaa. P, Burmaa. M, Sodnomzul. D
Required Text: “Microeconomics”, Narantuya. T, Altantsetseg. D, Enkhtuul. Ts, UB2023, “Microeconomics”, Altantsetseg. D, Battuvshin. G, ... etc, UB2019
Course Description: 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.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. INTRODUCTORY MICROECONOMICS	8
c. Introduction: Economic fundamentals	
d. Economic efficiency, production possibility, economic model	
II. DEMAND AND SUPPLY, EQUILIBRIUM	8
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	16
a. Consumer behavior and utility maximization: Consumer decisions	
b. The costs of production: Producer decisions	
IV. PRODUCT MARKETS: DECISION MAKING AND EFFICIENCY	12
a. Pure competition	
b. Pure monopoly and regulation	
c. Monopolistic competition and oligopoly	
V. RESOURCE MARKETS: DECISION MAKING, EFFICIENCY	8
a. Demand and supply in Factor market	
b. Labor markets, capital markets, natural resource market	
VI. GOVERNMENT POLICY IN MICROECONOMICS	12
a. General equilibrium and economic efficiency	
b. Welfare economics	
c. Role and policy of Government	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>Hours/Minutes (or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	6
b. Business Finance	2
c. Accounting	2
d. Management	2
<u>The Business Environment</u>	
e. Legal env.	4
f. Economics	32
g. Business ethics	2
h. Global Dimensions of Business	2
i. Business Communications	0
<u>Technical Skills</u>	
j. Information system	2
k. Quantitative Techniques/Statistics	6
<u>Integrative Area</u>	
l. Business Policies	2
m. or I. Comprehensive and integrating experience	2
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 (or % of a 3-hour Course)</u>
I. INTRODUCTORY MACROECONOMICS AND MEASUREMENT OF ECONOMIC PERFORMANCE	8
a. Introduction: The Science of macroeconomics	
b. Measuring domestic output, national income and price index	
II. MACROECONOMIC ISSUES	8
a. Business cycles: Unemployment and Inflation	
b. Balance of payments and exchange rate	
c. Economic Growth and National development	
III. MACROECONOMIC EQUILIBRIUM	16
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 PURE COMPETITION	12
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 (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.	2
f. Economics	32
g. Business ethics	2
h. Global Dimensions of Business	6
i. Business Communications	0
<u>Technical Skills</u>	
j. Information system	2
k. Quantitative Techniques/Statistics	6
<u>Integrative Area</u>	
l. Business Policies	4
m. or I. Comprehensive and integrating experience	2
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

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

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I ABOUT ETHICS	10
a. What is moral?, The development and scope of ethics	
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	8
a. Deontological ethics. Responsibility, Ethical responsibility and its main characteristics, The conflict between individual rights and public interest	
b. Utilitarian ethics. Jeremy Bentham, Mill John Stuart, Different types of modern utilitarianism	
III THEORY OF JUSTICE	10
a. Understanding about justice	
b. Concepts of justice, Freedom, equal right and equal condition	
IV BUSINESS ETHICS AND SCOPE	12
a. Basic Principles of Business Ethics	
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	14
a. Ethical Issues in E-Business, Ethics of managerial communication	
b. Ethical trends and changes in modern business, Manager's image formation	
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>
<u>Functional Areas</u>	
a. Marketing	2
b. Business Finance	2
c. Accounting	2
d. Management	4
<u>The Business Environment</u>	
e. Legal env.	4
f. Economics	2
g. Business ethics	24
h. Global Dimensions of Business	4
i. Business Communications	8
<u>Technical Skills</u>	
j. Information system	4
k. Quantitative Techniques/Statistics	0
<u>Integrative Area</u>	
l. Business Policies	8
m. or l. Comprehensive and integrating experience	0
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.TM311T
<u>Course Name:</u>	International Tourism
<u>Instructors:</u>	Galiimaa N
<u>Required Text:</u>	“Olon ulsiin ayalal juulchlal” (International tourism), 1st Edition, (Author) Galiimaa,
<u>Course Description:</u>	The goal of the discipline “International Tourism” is bachelor students of competencies in the field of international tourism industry in the modern world conditions.
	Objectives of the discipline:
	– international studies of tourism as a system of modern industry;
	- manifestation of processes and factors influencing the impact on development of international tourism;
	– creation of a model for the functioning of the tourism system within the framework of the general strategic and economic development of society.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
I. BACKGROUND FOR INTERNATIONAL TOURISM	8
a. Introduction: International tourism: Its categories	
b. Demands on International Tourism	
II. DEMAND DRIVEN INTERNATIONAL TOURISM	28
a. Models of behavior of international tourists	
b. Comparative study on consumer’s behavior of international tourists	
c. Dimensions of international tourism demand	
d. Methods of using international tourism statistics	
e. Determinants of tourism demand	
f. Studying market demand at the macro level	
g. Macro-level economic research methods in tourism	
III. STUDYING THE IMPACT OF TOURISM USING ECONOMIC METHODS	12
a. Economic impact of tourism	
b. Determining the economic impact of tourism spending	
c. The method of TSA	
IV. ENVIRONMENTAL RESEARCH METHODS FOR TOURISM INTERNATIONAL TRADE THEORY AND DEVELOPMENT STRATEGY	4
a. Studying the impact of tourism on the environment	
V. RESEARCH METHODS ON SOCIO-ECONOMIC IMPACTS OF INTERNATIONAL TOURISM	12
a. Socio-economic impacts of tourism	
b. Positive social and cultural effects of tourism	
c. Negative social and cultural effects of tourism	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>	<u>Hours/Minutes (or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	
a. Marketing	8
b. Business Finance	2
c. Accounting	2
d. Management	8
e. Legal env.	4
f. Economics	4
<u>The Business Environment</u>	
g. Business ethics	4
h. Global Dimensions of Business	16
i. Business Communications	4
j. Information system	4
<u>Technical Skills</u>	
k. Quantitative Techniques/Statistics	2
<u>Integrative Area</u>	
l. Business Policies	2
m. or I. Comprehensive and integrating experience	4
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.

<u>Topic Outline:</u>	<u>Hours/Minutes (or % of a 3-hour Course)</u>
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	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>		<u>Hours/Minutes (or % of a 3-Hour Course*)</u>
<u>Functional Areas</u>	a. Marketing	2
	b. Business Finance	2
	c. Accounting	0
	d. Management	8
<u>The Business Environment</u>	e. Legal env.	6
	f. Economics	2
	g. Business ethics	4
	h. Global Dimensions of Business	4
	i. Business Communications	<u>30</u>
<u>Technical Skills</u>	j. Information system	<u>2</u>
	k. Quantitative Techniques/Statistics	<u>0</u>
<u>Integrative Area</u>	l. Business Policies	<u>4</u>

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
a. Corporate and Legal Affairs (Management and organization, OR (Operations Research) and IE (Industrial Engineering), Accounting and Financial Affairs)	
b. Business Strategy (Business Strategy Management, Technological Strategy Management, Business Industry)	
c. System Strategy (Concepts of Information System Strategy, Concepts of Business Process, Solution Business)	
II. Management	16
a. Development Technology (System Development Processes, Estimate of Software)	
b. Project Management (Knowledge Areas of Project Management)	
c. Service Management (Service Support, Facility Management)	
III. Technology	32
a. Basic Theory (Discrete Mathematics, Applied Mathematics, Theory of Information)	
b. Algorithm and Programming (Data Structure, Algorithm, Programming and Programming Languages, Markup Languages)	
c. Computer Component (Processor, Storage Unit, Input/Output Devices, System Component)	
d. Software, Hardware (OS (Operating System), File Management, Development Tools, OSS (Open Source Software), Hardware)	
e. Human Interfaces (Human Interface Technology, Interface Design)	
f. Multimedia (Multimedia Technology, Multimedia Application)	
g. Database (Database Architecture, Database Design, Data Manipulation, Transaction Processing)	
h. Network (Network Architecture, Communications Protocols, Network Application)	
i. Security (Information Assets and Information Security, Information Security Management)	
<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	2
	b. Business Finance	2
	c. Accounting	2
	d. Management	2
<u>The Business Environment</u>	e. Legal env.	2
	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		64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.TM313T
<u>Course Name:</u>	Tourism information technology and reservation systems
<u>Instructors:</u>	Bulgamaa.G
<u>Required Text:</u>	“Tourism InformationTechnology” 2nd edition, Pierre.J Benckendorff, Paule J.Sheldon and Daniel R.Fesenmair, 2014, ISBN 978-1-78064-185-0
<u>Course Description:</u>	This course delves into the dynamic field of tourism information and reservation systems, exploring the technology-driven solutions that are integral to the modern tourism and hospitality industry. The course is designed to equip students with the knowledge and skills needed to navigate this rapidly evolving sector. Upon successful completion of this course, students will be prepared to work in various sectors of the tourism and hospitality industry, including hotels, airlines, travel agencies, and online booking platforms. They will also be equipped to adapt to the evolving landscape of tourism information and reservation systems.

<u>Topic Outline:</u>	<u>Hours/Minutes</u>
I. UNDERSTANDING	8
a. Introduction to tourism and IT	
b. The digital tourism and landscape	
II. LOOKING AND BOOKING	20
a. Travel Intermediaries and IT	
b. The Internet and the tourism	
c. Social media and tourism	
III. TRAVELLING	12
a. Mobilities and IT	
b. Aviation and IT	
c. Surface transport and IT	
IV. STAYING AND PLAYING	16
a. Hospitality information systems	
b. Technology enabled visitors experiences	
c. Destination management and smart destinations	
V. ISSUES AND TRENDS	8
a. Sustainable tourism	
b. The future of IT and tourism	
<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	4
g. Business ethics	4
h. Global Dimensions of Business	6
i. Business Communications	<u>10</u>
<u>Technical Skills</u>	
j. Information system	<u>24</u>
k. Quantitative Techniques/Statistics	<u>2</u>
<u>Integrative Area</u>	
l. Business Policies	<u>2</u>
m. or I. Comprehensive and integrating experience	-
Total Estimated CPC Coverage Hours	64

Abbreviated Course Syllabus

<u>Course Number:</u>	B.TMM201
<u>Course Name:</u>	Business statistics
<u>Instructors:</u>	Enkhtuul. Ts, Sumjidmaa. T
<u>Required Text:</u>	“Business statistics”, Eldev-Ochir. T, “Business statistics”, Erdenesuvd. L, “Business statistics”, Naranchimeg. Ch, Ganzorig.D
<u>Course Description:</u>	To introduce statistical concepts and methods useful in analyzing problems in all areas of business and economics. In addition to learning the concepts, applications will be addressed in: Descriptive Statistics, Discrete and Continuous Probability Distributions, Sampling Distributions, Confidence Intervals, Hypothesis Testing, Index numbers, Regression Analysis, correlation analysis, and time series forecasting.

<u>Topic Outline:</u>	Hours/Minutes
VI. INTRODUCTION AND DATA COLLECTION	8
a. Introduction to statistics	
b. Types of data and data sources	
VII. DESCRIPTIVE STATISTICS	16
a. Distribution	
b. Presenting data in tables and charts	
c. Measures of central tendency	
d. Measures of variability/dispersion	
VIII. INFERENCE STATISTICS	24
a. Sampling	
b. Estimating parameters	
c. Hypothesis tests	
d. Confidence interval	
e. Regression and correlation analysis	
IX. TIME SERIES FORECASTING AND INDEX NUMBERS	16
a. Time series forecasting	
b. Index numbers	
<u>Total Sessions (Coverage Hours)</u>	<u>64</u>

<u>Summary of UG CPC Topics Covered in this Course:</u>		Hours/Minutes (or % of a 3-Hour Course*)
<u>Functional Areas</u>	a. Marketing	4
	b. Business Finance	2
	c. Accounting	2
	d. Management	2
<u>The Business Environment</u>	e. Legal env.	2
	f. Economics	4
	g. Business ethics	2
	h. Global Dimensions of Business	2
	i. Business Communications	2
<u>Technical Skills</u>	j. Information system	8
	k. Quantitative Techniques/Statistics	30
<u>Integrative Area</u>	l. Business Policies	2
	m. or l. Comprehensive and integrating experience	2
Total Estimated CPC Coverage Hours		64