



REGISTRATION

Sacred Heart University Luxembourg | Jack Welch College of Business

REGISTRATION FORM–TERM: SPRING 2019 (19/SP) & LATE SPRING 2019 (19/SS)

Students enrolled in the MBA with Internship program will be automatically enrolled in the required courses.

For Elective course selection, please contact Antoine Rech (arech@shu.lu or +352 2276 1331).

REQUIRED COURSES:

TERM	COURSE #	COURSE NAME	CH	DATES
<input type="checkbox"/> 19/SP	WGB 521	Fundamentals of Management–ONLINE	3 CH	JAN 7 – MAR 28
<input type="checkbox"/> 19/SP	WGB 650-A	Strategic Integration–SECTION A	6 CH	JAN 23 – APR 1

Prerequisite: WGB 602, WGB 603, WGB 604, WGB 605 or Exemption

NOTE:

- There is a limited capacity for this course.
- 11** spaces for Part-Time MBA students, **11** spaces for Full-Time, MBA with Internship Students.
- Registrations will be made on a first come, first serve basis.
- MBA with Internship students WILL NOT be automatically registered for WGB 650.**
- WGB 650-Section A and WGB 650-Section B follow the same course outline and syllabus.

<input type="checkbox"/> 19/SS	WGB 518	Introduction to Business Statistics–ONLINE	3 CH	APR 1 – JUN 21
<input type="checkbox"/> 19/SS	WGB 519	Introduction to Business Economics–ONLINE	3 CH	APR 1 – JUN 21
<input type="checkbox"/> 19/SS	WGB 521	Fundamentals of Management–ONLINE	3 CH	APR 1 – JUN 21
<input type="checkbox"/> 19/SS	WGB 602	Financial & Managerial Accounting–ONLINE	3 CH	APR 1 – JUN 21
<input type="checkbox"/> 19/SS	WGB 612	Leading & Influencing with Integrity–ONLINE	3 CH	APR 1 – JUN 21
<input type="checkbox"/> 19/SS	WGB 614	Social & Legal Responsibilities in Business–ONLINE	3 CH	APR 1 – JUN 21
<input type="checkbox"/> 19/SS	WGB 650-B	Strategic Integration–SECTION B	6 CH	APR 8 – JUN 19

Prerequisite: WGB 602, WGB 603, WGB 604, WGB 605 or Exemption

NOTE:

- There is a limited capacity for this course.
- 10** spaces for Part-Time MBA students, **10** spaces for Full-Time, MBA with Internship Students.
- Registrations will be made on a first come, first serve basis.
- MBA with Internship students WILL NOT be automatically registered for WGB 650.**
- WGB 650-Section A and WGB 650-Section B follow the same course outline and syllabus.

ELECTIVE COURSES – Marketing:

<input type="checkbox"/> 19/WIB	MK 670	Digital Marketing	3 CH	NOV 28 – JAN 31
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NOTE:

- The first 8 class sessions of this course are taken and run in combination with 19/WIB WGB 605: **NOV 28, DEC 1, 12, 17, 21, JAN 7, 11, 16**
- The last 4 class sessions of this course are taken and run separately from any other courses. **JAN 22, 24, 29, 31**
- Students must attend all 12 class sessions in order to earn credit for this course.

<input type="checkbox"/> 19/SP	MK 673	Services Marketing	3 CH	FEB 4 – MAR 5
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ELECTIVE COURSES – Management:

<input type="checkbox"/> 19/SP	BU 632	Managing Change	3 CH	FEB 19 – MAR 27
<input type="checkbox"/> 19/SP	BU 699-A	Turnaround Management	1 CH	JAN 8, 10, 15, 17
<input type="checkbox"/> 19/SP	BU 699-B	Supply Change Management in the Digital Age	3 CH	JAN 9 – FEB 14

NOTE:

- The first 4 class sessions of this course are taken and run in combination with 19/WIB WGB 605. **JAN 9, 14, 18, 21**
- The last 8 class sessions of this course are taken and run separately from any other courses. **JAN 23, 25, 28, 30, FEB 5, 7, 12, 14**
- Students must attend all 12 class sessions in order to earn credit for this course.

<input type="checkbox"/> 19/SS	BU 699-A	Blockchain & Big Data/Crypto Currencies	3 CH	APR 3 – JUN 26
<input type="checkbox"/> 19/SS	BU 699-B	Organizational Psychology	3 CH	APR 11 – MAY 20
<input type="checkbox"/> 19/SS	BU 699-C	Luxembourg Labor Law	1 CH	APR 24, MAY 22, JUN 5, 12
<input type="checkbox"/> 19/SS	BU 699-D	International Business Strategy	1 CH	MAY 28, JUN 4, 18, 25

ELECTIVE COURSES – Finance:

<input type="checkbox"/> 19/SP	FN 699-A	Behavioral Finance	3 CH	JAN 8 – FEB 28
<input type="checkbox"/> 19/SP	FN 699-B	Management of Resilient Portfolios	1 CH	MAR 12, 14, 19, 21
<input type="checkbox"/> 19/SS	FN 699	Finance & Business in Emerging Markets: ASIA TRIP	3 CH	MAR 25 – MAY 7
<input type="checkbox"/> 19/SS	FN 668	Portfolio Management	3 CH	APR 2 – MAY 10
<input type="checkbox"/> 19/SS	FN 662	Corporate Finance	3 CH	MAY 14 – JUN 19

Prerequisite: WGB 603 or Exemption



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REGISTRATION POLICIES & PROCEDURES—TERM: SPRING 2019 (19/SP) & LATE SPRING 2019 (19/SS)

In order to register for the Spring / Late Spring 2019 terms students must complete and return this signed registration form.

Return Registration Form to: Sacred Heart University (alewis@shu.lu & jdhillon@shu.lu)

Registration Deadline: **DECEMBER 17, 2018.**

1. Students WILL NOT be considered registered for a course without returning a signed registration form.
2. Exact course dates and times are available at shu.lu under the Current Students section (Class Location & Times) and the Luxembourg MBA Blackboard organization (ORG_LXMBA).
 - Please be sure to double check the precise dates and times at the beginning of the term. All dates are subject to change.
 - It is the sole responsibility of the student to plan their schedule according to the arrangement of class dates and times published on the SHU website. Missing one class because a student has registered for another class running at the same time IS NOT considered an "excused absence". The administration schedules courses to best accommodate a majority of students as well as the individual, personal and professional schedules of the instructors.

**ALL COURSE COMMUNICATION WITH INSTRUCTORS WILL BE STRICTLY THROUGH SHU EMAIL.
IT IS THE STUDENT'S RESPONSIBILITY TO CHECK THEIR SHU EMAIL ADDRESS REGULARLY.**

Classes will be capped and early registration is the best way to ensure that you are in the classes you would like to take. To officially register for classes you must be enrolled in a program of study and you must receive confirmation from the Luxembourg Office Manager that your registration is completed.

Classes that do not have a sufficient number of students enrolled will be deferred to a later session. Information regarding course cancellation and tuition refund policies are available either in the SHU office or via the website (shu.lu).

COURSE CHANGES—ADD/DROP

A student may change his/her course selection only within the Add/Drop period. Students may not Add a course after the Add/Drop period without written permission of the course instructor and the Administrative Director.

Students must initiate all registration add/drop actions. Phone changes to a student's class schedule are not accepted and must be followed up in writing (via email) from the student.

Add/Drop Period

- **1 CH Course:** Course changes (Add/Drop) are only permitted within the first (1) class session for each 1 CH course. If a student wishes to drop a course after the first class session it will be considered a withdrawal.
- **2 CH Course:** Course changes (Add/Drop) are only permitted within the first two (2) class sessions for each 2 CH course. If a student wishes to drop a course after the second class session it will be considered a withdrawal.
- **3 CH Course:** Course changes (Add/Drop) are only permitted within the first two (2) class sessions for each 3 CH course. If a student wishes to drop a course after the second class session it will be considered a withdrawal.

COURSE WITHDRAWAL

If withdrawal from a class becomes necessary, the student must report in person to the Luxembourg Office Manager or contact the Sacred Heart University Luxembourg Office Manager in writing and complete an official withdrawal form.

Until contact is made, a student will be considered enrolled in a course.

Students must initiate all withdrawal actions. Phone withdrawals or changes to a student's class schedule are not accepted and must be followed up in person or in writing (via email) from the student.

A 'W' grade will be issued for course withdrawals submitted within the withdrawal deadline (see withdrawal deadlines below). After the deadline, a grade of 'W' will only be granted in highly unusual circumstances (such as a documented medical emergency), with the approval from the instructor, program director and registrar.

A student's failure to properly withdraw in the specified time frame will result in the issuance of the grade that they have earned. Nonattendance does not constitute official withdrawal.

Withdrawal Deadline

- **1 CH Course:** Second (2) Class Session. Dropping a course after the first class session will be considered a withdrawal.
- **2 CH Course:** Third (3) Class Session. Dropping a course after the second class session will be considered a withdrawal.
- **3 CH Course:** Third (3) Class Session. Dropping a course after the second class session will be considered a withdrawal.

**By returning this signed registration form, I agree that I will be bound to the following
Registration Terms & Conditions on Page 3 of this registration form:**



REGISTRATION

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REGISTRATION TERMS & CONDITIONS—TERM: SPRING 2019 (19/SP) & LATE SPRING 2019 (19/SS)

Registration Agreement:

I accept this program with full responsibility for the courses selected and will pay the tuition and fees (including all costs, finance charges and collection fees, if applicable) associated with this program. I accept it is my responsibility as the student to plan my schedule according to the arrangement of class dates and times published on the SHU.LU website, that class session overlaps are not considered an "excused absence", and I must check the precise dates and times regularly. I accept that all course dates are subject to change. I am aware that there are no refunds of tuition and fees for temporary absences from class. I am also aware that there is no refund if I am suspended or dismissed from the University. I accept the official policy regarding *Course Changes – Adding and Dropping* on Page 2 of this registration form. I accept the official policy regarding *Course Withdrawal* on Page 2 of this registration form. I know that if I need to change or drop any of the courses, I must contact and notify the Luxembourg Office Manager in writing, via my SHU email. If Withdrawal becomes necessary, I must report in person to the Luxembourg Office Manager and complete an official withdrawal form.

Promissory Note:

For value received, the undersigned jointly and severally promises to pay to the order of Sacred Heart University all tuition and fees stated in the conditions of my registration agreement and if applicable payment plan fees, hereafter called the principal. In the event a payment is received later than the due date, a finance charge will be assessed at the rate of .75% per month on the unpaid balance (annual rate of 9%), such interest to be computed from the due date. Should any outstanding balance be referred to a collection agency for collection, the signer of this note acknowledges that this may affect signer's credit rating. Should suit be brought to recover this note, or should the same be placed in the hands of an attorney for collection, the maker(s) of this note promise to pay (holder's attorney fee), an amount equal to 15% of the principal amount owing hereon but in no event less than €50 in addition to the amount found owing hereon.

Student Consent & Release for Lecture Capture:

In consideration of the benefits conferred on me through my participation in courses at Sacred Heart University and for other good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned student, hereby grant to Sacred Heart University and its designees ("SHU") the non-exclusive, royalty-free, worldwide, perpetual right, license and permission to use my name, likeness, voice, biographical information, and image in any and all audio-visual recordings and other media (whether the media is now known or hereafter developed) produced by or on behalf of SHU (the "Media"), including but not limited to all SHU printed and digital publications, and for educational purposes. I acknowledge and agree that: I will not receive any compensation of any kind related to this consent and release; I waive any right to inspect or approve the Media; SHU may use the Media in any manner, including without limitation, reproducing the Media or creating derivative works of the Media; I waive any right, title and interest that I may have in the Media; I will view the Media solely for my own educational purposes in connection with the above-identified course; I will not make any other uses of the Media, including without limitation, reproducing or distributing the Media, or providing others with access to the Media; and, only to the extent permitted by applicable laws, rules and regulations, I release SHU and its personnel from all liability arising from or related to the Media, and this consent and release.

I hereby certify that the above was entered into, executed and delivered in the Grand Duchy of Luxembourg and the State of Connecticut.

I represent and warrant that I have CAREFULLY read the above, that my signature has not been procured through coercion, duress, fraud or any other improper means, that I am of legal age (i.e., eighteen years of age or older), and that I am signing this freely, voluntarily, and with full knowledge and understanding of its terms and conditions.

FIRST & LAST NAME: _____

STUDENT ID#:

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STUDENT SIGNATURE: _____

DATE: _____

DD-MMM-YY



COURSE DESCRIPTIONS

Sacred Heart University Luxembourg | Jack Welch College of Business

TERM: SPRING 2019 (19/SP) & LATE SPRING 2019 (19/SS)

REQUIRED COURSES:

WGB 518 Introduction to Business Statistics–ONLINE

3 CH

Instructor: To Be Confirmed

Course Description: This course employs extensive use of data and statistical methods to support and improve organizational decision-making. Topics include data visualizations, descriptive statistics, probability distributions, sampling, confidence intervals, hypothesis testing, regression analysis, and the use of computer software for statistical applications. The primary focus will be on the flexibility of the analysis, and the ability to present the results in an intuitive and understandable manner for greater organizational impact. The ethical issues related to big data will also be discussed.

WGB 519 Introduction to Business Economics–ONLINE

3 CH

Instructor: Stephen Rubb, Ph.D.

Course Description: Basic concepts and analytical techniques from micro- and macro-economics, including supply and demand, price determination, market structures, fiscal policy, and the monetary system and policy. With a financial perspective, the course will also cover issues related to international economics including foreign direct investment, comparative advantage, and determinants of exchange rates.

WGB 521 Fundamentals of Management–ONLINE

3 CH

Instructor: Clark Phippen, MBA

Course Description: Using a framework of managerial roles and competencies, this course explores what management involves, how it affects people within an organization, why it is critical to the effective functioning of an organization, and how the accomplishment of management functions may vary in different cultural contexts. The course surveys competencies and knowledge necessary for successfully facing current challenges in the rapidly changing global business environment.

WGB 602 Financial & Managerial Accounting–ONLINE

3 CH

Instructor: Benoît Boyer, Ph.D.

Course Description: Financial Accounting and Reporting: Learn how to prepare and interpret financial statements. Understand the theoretical framework and knowledge of US financial reporting standards. Managerial Accounting and Control: Introduce and explore the essentials of providing relevant and useful corporate managerial accounting information for business decision makers.

WGB 612 Leading & Influencing with Integrity–ONLINE

3 CH

Instructor: Charles D. Presbury, M.S.

Course Description: Leaders and managers at all levels in organizations must influence others to enable achievement of the organization's objectives. Leading and influencing with integrity requires understanding of one's self, other people, the situational and cultural context, as well as both current and future impacts of actions taken. Through course learning experiences students develop individual and organizational strategies to influence others, shape culture, manage change, negotiate, and facilitate employee engagement and performance so organizations can contribute to society in ways that are effective, responsible and sustainable.

WGB 614 Social & Legal Responsibilities in Business–ONLINE

3 CH

Instructors: Ravinder Dhingra & Joseph Kendy

Course Description: Sustainable organizational practices require managers to pay attention to the economic, environmental and social impact of organizational strategies and actions. This course focuses on ethical and legal issues that organizations and individual managers face in achieving triple bottom line sustainability. Ethical decision-making frameworks provide principles for dealing with challenges posed by technology, globalization and societal changes and for fulfilling personal as well as corporate social responsibility. Legal topics survey business regulation and processes, forms of business organizations, intellectual property and commercial transactions.

WGB 650 Strategic Integration

6 CH

Instructor: Marcus Müller, Ph.D., MBA

Prerequisite: WGB 604, WGB 605, WGB 602 & WGB 603 or Exemption

Course Description: Organizational success relies on effectively leading and managing holistically across many disciplines. This course takes a process-based approach to integrate fundamental knowledge of Marketing, Finance, Accounting, Supply Chain Management, Information Technology, International Business, and Human Resource Management based on a Strategic Management platform. Classroom discussions are team taught with multiple professors, senior professionals, and experts using real-life business simulations.



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ELECTIVE COURSES – Marketing:

MK 670 Digital Marketing

3 CH

Instructor: Raquel Gonzalez Dalmou, MBA, M.S., M.A.

Course Description: This course explores how firms analyze market opportunities, select target markets, develop the marketing mix (product, price, place and promotion), plan, manage, organize and control the marketing resources throughout an enterprise, deal with competition and extend marketing to the global marketplace.

MK 673 Services Marketing

3 CH

Instructor: David Taylor, Ph.D.

Course Description: This course focuses on the unique marketing challenges presented by services, and the expanding role of services in today's economy. Topics include the differences between marketing goods and services, how companies are building services around their core product offerings, the role of service delivery in satisfaction and loyalty, and how firms can recover when something goes wrong in service delivery.

ELECTIVE COURSES – Management:

BU 632 Managing Change

3 CH

Instructor: Claude Faber, MBA

Prerequisite: WGB 521 or Exemption

Course Description: This course examines strategies and techniques for successfully introducing and managing change in organizations. Explores power, influence, leadership, motivation, and communication in the change process, as well as organization development, organizational learning, and innovation management. Student teams develop a framework for recognizing factors that influence change and a process map to manage change effectively.

BU 699-A Turnaround Management

1 CH

Instructor: Claude Faber, MBA

Course Description: Turnaround management can be defined as a process dedicated to corporate renewal. It uses analysis and planning to save troubled companies and returns them to solvency, by identifying the reasons for failing performance, and rectifying them.

BU 699-B Supply Change Management in the Digital Age

3 CH

Instructor: Pedro Faria, MBA, M.S.

Course Description: The supply chain management module addresses strategic operations surrounded a new product development, logistics and supply chain, and quality control and continuous improvement processes.

BU 699-A Blockchain & Big Data/Crypto Currencies

3 CH

Instructor: Radu State, Ph.D.

Course Description: The aim of this course is to provide a comprehensive understanding of what blockchain is and how it works, as well as insights into how it will affect the future of industry. Cryptocurrencies will be examined as an important and possibly dramatic application of blockchain technology.

BU 699-B Organizational Psychology

3 CH

Instructor: Marcus Müller, Ph.D., MBA

Course Description: Organizational psychology is the application of psychological theories to work environments aiming to improve organizational outcomes such as performance, satisfaction, health and well-being. This course will explore human behavior in the workplace including potential "spillover" effects on/from other life domains such as family and friends. The course modules introduce psychological concepts driving human behavior and their organizational applications for you to become a more effective leader for your Self and others.

BU 699-C Luxembourg Labor Law

1 CH

Instructor: Guy Castegnaro, LL.M.

Course Description: This course provides participants with an introduction to Luxembourg labor law by the means of the current main challenges facing the world of employment such as work life balance, the use of IT at work, the supervision of employees, the future of the employment relationship etc. The course also focuses on various discussions amongst the students based on articles regarding the above mentioned issues. During the last class there will be oral group presentations based on labor law cases and for which the students will be graded.

BU 699-D International Business Strategy

1 CH

Instructor: Benjamin de Seille, M.S.

Course Description: This one credit course aims to sharpen your knowledge of international business leadership. Skills that make a player successful in his domestic market may be the very reason for failure when approaching international clients. Success in global markets today is mainly about cross cultural skills, true flexibility and personal capacity to navigate the complexities of multidimensional foreign markets. Adapt your knowledge to quickly understand a multicultural situation will make the difference abroad, sometimes even more than your value proposition. In order to make those leadership competences a natural reflex, we will together gain new perspectives and expertise, benchmarking your individual management style against practical business cases from around the world.

3 CH (credit hour) = 12 class sessions of 3 hours, 36 hours of class contact
1 CH (credit hour) = 4 – 6 class sessions of 3 hours, 12 – 18 hours of class contact



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TERM: SPRING 2019 (19/SP) & LATE SPRING 2019 (19/SS)

ELECTIVE COURSES – Finance:

FN 699-A Behavioral Finance

3 CH

Instructor: Nicolas Martelin, Ph.D., MBA

Course Description: A relatively new field in economics, behavioral finance studies how people's behavior and decision-making process influences their investment choices. Since the seminal work of Kahneman and Tversky (1974), two schools of thought have been widely accepted as being able to describe and forecast investor behavior: the traditional rational theory, anchored in the Efficient Market Hypothesis and the behavioral approach, which takes into account the effect of social, cognitive and emotional factors on the decision making process. Proponents of the Efficient Market Hypothesis (rational theory) would claim that markets are fully rational and able to incorporate new information correctly into asset prices. They accept that some abnormality may arise in the formation of asset prices but assume that competition amongst investors trying to take advantage of such abnormalities will drive prices back to their "correct values".

FN 699-B Management of Resilient Portfolios

1 CH

Instructors: Bernard Herman, M.S.

Course Description: The objective of the course is to deliver a toolbox complete with simple decision rules, to assist in the process of portfolio selection. It is intended to deliver "math-light" lectures. Attendees should understand the statistical concept of mean and variance and the financial concept of the discounting factor. This one credit course aims to convey some simple decision rules for investing money in the short-term while keeping an eye on the long-term objective of a portfolio. We will try to examine under which conditions a sequence of short-term decisions may lead to the satisfaction of a long-term investment objective, such as retirement. In order to do that, we will rely upon sample of readable texts from well-known, short-term market viewers; such as editorials from the FT or Market Perspectives presentations from well-known Market Strategists. We will also look into long-term issues, in light of the behavior of stock and bond markets over a 20 year period.

FN 699 Finance & Business in Emerging Markets – ASIA TRIP 2018

3 CH

Instructor: Dr. Alfred Steinherr, Ph.D.

Course Description: While the emerging market is not a novel development—every developed market was at one time an emerging market—its importance has grown enormously with the growth of China, India, Russia, Brazil and a host of smaller countries, more than 3.5 billion new consumers and producers, and the relative stagnation of developed markets, in particular European markets. Not only has it become almost irresistible to businesses as a new source of consumer demand and productive capacity, but it has begun to create their own set consumer demand of world-class competitors, swallowing up companies in the developed world.

FN 668 Portfolio Management

3 CH

Instructor: Nicolas Martelin, Ph.D., MBA

Course Description: The objective and purpose of this course is to provide an in-depth discussion of the modern development in investments and portfolio management. Both theory and empirical evidence will be discussed. We will also learn insights from the latest findings in behavioral finance and how to incorporate them in the management of a portfolio.

FN 662 Corporate Finance

3 CH

Instructor: Zoltan Horvath, Ph.D., MBA

Prerequisite: WGB 603 or Exemption

Course Description: This course provides a practical application of corporate finance skills in analyzing a variety of corporate finance topics such as capital budgeting, enterprise valuation, capital structure, cost of capital, initial public offerings, dividend policy, mergers and acquisitions, and corporate restructuring. We will explore the economic rationale and process of each transaction, and place heavy emphasis on the role of an associate professional in analyzing each situation. The course is challenging and time-consuming.