

HULT
INTERNATIONAL
BUSINESS SCHOOL

The Undergraduate Program

Bachelor of Business Administration
Program Guide







Contents

You'll be challenged to go beyond business—to understand the world, the future, and yourself—as you learn by doing with a flexible curriculum that adapts to your interests and goals.

- 6 Academic calendar
 - 8 Program overview
 - 9 Core program
 - 14 Specializations
 - 34 Internships
 - 36 Challenge learning & nano courses
 - 42 Capstone project
 - 44 Sample week
 - 46 Further study
 - 48 Clubs & societies
-

2020–2021 academic calendar

Boston, London & San Francisco

Residence move-in day	August 30
Orientation & registration (September intake)	September 1-4
Fall semester starts	September 7
Reading week – London – Boston & San Francisco	October 26-30 November 23-27
Fall semester ends	December 18
Winter break	December 19-January 17
Orientation & registration (January intake)	January 14–15
Spring semester starts	January 18
Reading week	March 8-12
Spring semester ends*	April 30

*Summer Terms 1 and 2 start approximately two weeks after Spring term ends.
Please note that all dates shown may be subject to change.



A flexible degree that adapts to you

No matter where in the world you've attended high school or how quickly you want to earn your degree, our flexible curriculum is built to adapt to your needs and goals. So you can study the topics you choose, at the speed that suits you, and graduate with a Bachelor of Business Administration degree that is both U.S. and U.K. accredited.

How long will it take you to complete your degree?

To ensure our curriculum can adapt to students coming from anywhere in the world, our undergraduate program is designed on a credits basis rather than a yearly basis. You'll need 120 credits to complete your degree. If you're coming from Year 12 in high school (U.S. system), you will typically complete your degree in four years. If you're coming from Year 13 (European system), you will bring a number of credits from your last year in high school and typically complete your degree in three years.

Options to graduate faster

All students can graduate faster by earning credits over the summer, meaning some highly ambitious students graduate in as little as two years. Tuition is calculated per credit rather than per year, so the cost remains the same however you choose to progress through the program.

World | Future | You

Build
your core

Business /
Beyond Business

Choose
your path

Majors / Minors

Go
further

Masters

Challenge
learning

Disruptive
tech

Internships

Capstone

Build your core: Business

Focus on essential areas of international business—from finance to management to marketing. Learn to see how these functional areas fit together in a global context and which ones are most suited to your interests and abilities. Examine the impact technology is having on these long-established disciplines, identify the key skills you want to focus on, and develop them through practical, hands-on learning.

Sample topics:

Accounting

Business Law

Economics

Entrepreneurship

Finance

Global Strategy

Management

Marketing

Socially Responsible Business

Statistics & Analytics



FACULTY INSIGHT

Sheryle Bolton

American
Professor of Practice

Business experience: Silicon Valley CEO and serial tech entrepreneur. Former VP Investment Banking, Merrill Lynch Capital Markets, and Senior Director, Rockefeller & Co.

Qualifications: MBA, Harvard Business School

Classes include: Trends & Innovation, Managing the Growing Business, Entrepreneurial Finance, Disruptive Innovation, Leveraged Buyout & VC Exits

Awards: Part of the 3% of female executives to have led IPOs in the U.S., and one of the most influential female Harvard Business School graduates in Silicon Valley (2014)



“Ideas are the foundation of success, but excellent execution is a requirement too, so good business training has to be practical. The focus should be on real-world examples in business—things that have actually happened and do happen—and not on purely abstract concepts.”

Build your core: Beyond business

Gain a deep understanding of how business touches every aspect of our lives by learning about a broad range of topics. You'll develop your self-awareness, creativity, and critical thinking so that you graduate with a powerful knowledge base across a variety of disciplines and a job-ready skillset. Explore what the future holds and understand how you can help shape it by applying what you learn in the classroom to real-world challenges.

Sample topics:

Creative Problem Solving

Critical Thinking

Design Thinking

Emerging Technology

Ethics

Future Societies

International Politics

Negotiation & Conflict Resolution

Presenting & Communicating

Psychology



TOPIC SPOTLIGHT

Future Societies

Societies are struggling to adapt to a global economy that's changing because of new technologies and an aging population. Arriving at a sustainable future will require courage, insight, creativity, and hope. This topic of future societies is an important one, and its purpose is to prepare you to better understand, design, and ultimately implement solutions to the world's most pressing problems. You'll use the knowledge and practical experience gained alongside other coursework to develop a vision of your role as a future business leader and global citizen.

“We have a responsibility to prepare students for many alternative versions of the future. This is about more than curriculum features. It's about recognizing that the past is no longer an accurate way of predicting what the future will look like. It's about acquiring skills that can impact business outcomes, regardless of your job role.”

Mukul Kumar

Indian/American
Chief Innovation Officer
Hult International Business School

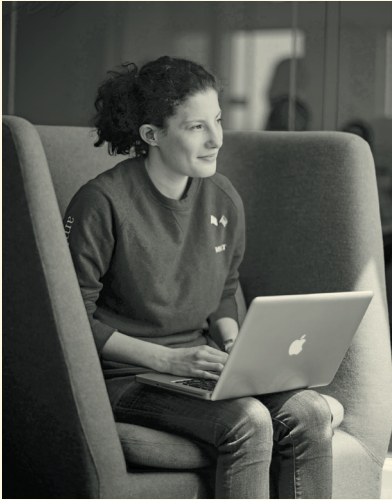
Choose your path

While the core program gives you the essential knowledge and skills to succeed in any business environment, your choice of specialization gives you an edge in the fields you are most interested in pursuing after your graduation.



*The Business Analytics major qualifies as a STEM (Science, Technology, Engineering, Math) degree, which provides the potential for an additional two years (so three total) of work authorization in the U.S. If you're an international student and your final year of study is at one of Hult's U.S. campuses, you'll have the benefit of work authorization in the U.S. for a year on OPT (Optional Practical Training), regardless of your major.

Sophia Fries, Class of 2018, considers her path through Hult.



Minor
Add another area of specialization based on your interests and goals

Computer Science

Design

Economics

Psychology

Maybe you want to dig deeper into understanding consumers and what makes them tick—you could major in Marketing with a minor in Psychology. Or perhaps you want to combine a major in Entrepreneurship with a minor in Computer Science to help jump-start your bold idea for an app and future business.

Majors require 24 credits of coursework in addition to completion of the business core, while minors require 12 credits. Majors can also be taken as minors (i.e. you could major in Management with a minor in Business Analytics).

Don't want to specialize?

No problem, you can choose not to declare a major or minor and instead take electives from any discipline.

Major in Business Analytics*

Learn to harness the power of big data and statistics to see trends, find hidden opportunities, and “tell a story” to influence the direction of significant strategic decisions in any industry.

Sample topics:

Data Visualization

Forecast Modeling

Machine Learning

Optimization

Python, R & SQL

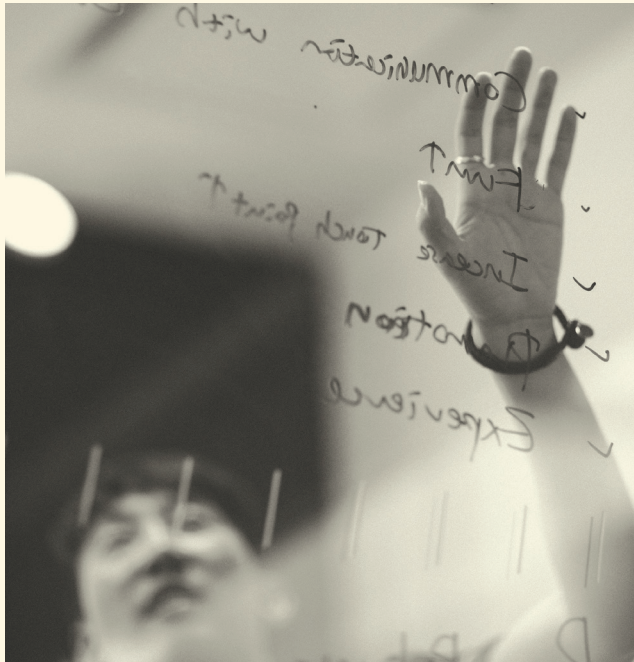
*The Business Analytics major qualifies as a STEM (Science, Technology, Engineering, Math) degree, which provides the potential for an additional two years (so three total) of work authorization in the U.S. for international students.



TOPIC SPOTLIGHT

Data Visualization

The ultimate value of data is to help leaders make better decisions, which means being able to quickly and clearly extract key narratives hidden in data. The way we present data to stakeholders may be the difference between a well-informed or very misguided decision. This topic covers the concepts involved in visualizing data for decision makers, including visualization techniques, data structure, and presentation structure, as well as audience roles and learning styles.



Major in Entrepreneurship

Whether you have entrepreneurial ambitions of your own or are looking to add value to any employer—this major sharpens your adaptive thinking and innovation skills so you’ll thrive in today’s demanding global business environment.

Sample topics:

Building Social Enterprises

Disruptive Innovation

Family Business

Networking & Business Development

Nontraditional Finance



FACULTY INSIGHT

Daniel Rukare

Ugandan

Global Discipline Lead for Entrepreneurship

Daniel is a Professor of Entrepreneurship at Hult International Business School. He has commercial experience at FedEx and DHL, and is a keynote speaker, an advisor, and an entrepreneur who runs two private businesses in consulting and ranching.

“The emphasis in my teaching is on establishing an environment that allows students to be able to challenge the norms and status quo. In so doing, it creates an enriched academic space where students are empowered to engage their creative confidence.”

Major in Finance

Finance majors come to understand the powerful role that risk, return, and value play in the success of global business. This major equips you with the skillset to follow a career in corporate finance or investment banking. We also help students to prepare for the CFA exams.

Sample topics:

Asset Valuation

Cash Flow Analysis

Family Business

Financial Marketing & Institutions

Portfolio Management

Risk Management



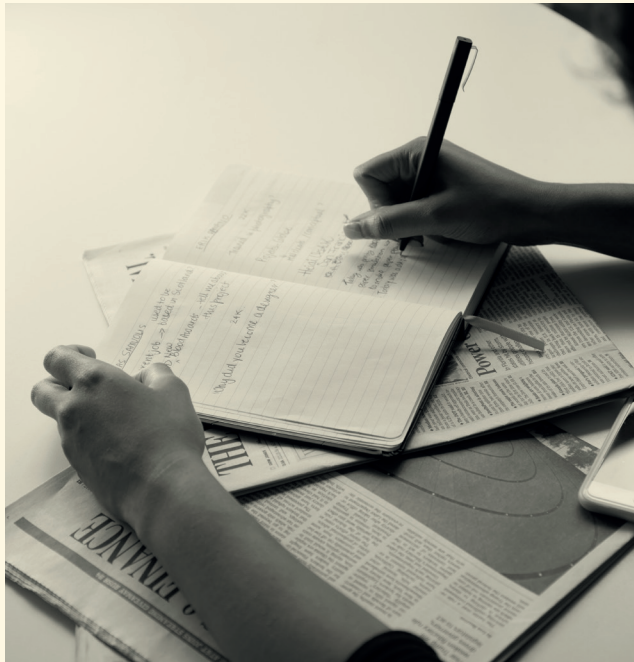
Successful completion of our major in finance counts toward an ACCA qualification, giving you a head start toward an internationally recognized professional accounting certification.



TOPIC SPOTLIGHT

Risk Management

There are many case studies that provide evidence about the importance of risk management. This topic explores how individuals and firms assess and evaluate risk, the tools available to successfully manage risk, and real-world issues that limit the amount of risk sharing. You'll gain a better understanding of the different sources of risks, measurement tools, and monitoring and control tools, which serve individuals and companies in making and implementing decisions.



Major in Management

Equip yourself with the people skills, negotiation and influencing techniques, and knowledge of effective management practices necessary for success in leadership roles within any industry.

Sample topics:

Change Management

Employee Motivation

Leadership

Operations Management

Strategic Decision Making



TOPIC SPOTLIGHT

Change Management

This topic focuses on the key factors of effective change from strategy to communication to the pace of change required to make new initiatives stick within organizations. This topic will evaluate and apply models like the Hope Hailey & Balogun Change Kaleidoscope, the Culture Web, Lewin's Force Field analysis, and Kanter's leadership models and will draw extensively from Kotter's change work. You'll examine where projects have failed due to poor change management and explore strategies for better outcomes.

“Leadership is a combination of nature and nurture. Of the two, however, the latter is more important. Experience is the great teacher of leadership skills. Education can enhance and accelerate its effects.”

Robert Neer

American
Associate Professor

Major in Marketing

Learn to understand consumer behavior, how to connect with market needs, and how to shape brand perceptions. Embrace the latest thinking about the customer/brand relationship and get ready to be creative.

Sample topics:

Brand Identity & Equity

Competitive Analysis

Digital & Social Media Marketing

Market Research & Consumer Behavior

Segmentation, Targeting & Positioning



Our major in marketing counts toward Chartered Institute of Marketing (CIM) qualifications, making it easier to then gain independent validation through an internationally recognized professional certification.



FACULTY INSIGHT

Dr. Mo Willan

Gambian
Senior Associate Dean & Professor of
Marketing

Classes include: Luxury Marketing,
Principles of Marketing, Marketing Planning
& Strategy, Branding, Global Strategy

Awards: Professor of the Year for six
consecutive years

Professor Momodou “Mo” Willan brings with him a PhD in Marketing and years of professional marketing experience at the most senior level. He managed his own marketing consultancy company in London with clients including Coca-Cola, the British Council, and the Gambia Chamber of Commerce.



“Marketing is happening around us all day, every day. In order to help students relate to the important issues we discuss, I draw on my professional experience to provide real organizational context and examples that will add a practical dimension to discussion.”

Minor in Computer Science

Gain insight into the thinking, language, and software used by today's developers to create tomorrow's technology, and deepen your understanding of how digital products are brought to life.

Sample topics:

Design Engineering

Innovative Technology & App Development

Python, Java & SQL

Cybersecurity



STUDENT STORY

Dan Evans Ngo

Filipino
Cybersecurity
Analyst
Accenture
Class of 2018

Have you always been into tech?

My story starts how every science story starts—it was born out of my own need, in my case learning how to fix and upgrade my computer without asking my parents to pay for it! My curiosity grew from there. I studied computer science at a university in the Philippines for three months before transferring to Hult.

What inspires you about tech?

Technology is the great equalizer; it empowers people and countries that need it most. To see technology changing lives and empowering communities—this is what inspires me.



Minor in Design

Connect with your right brain and understand the vital role visual design plays in communication, business strategy, and the consumer experience.

Sample topics:

Fundamentals of Design

Interaction Design & Usability

Photoshop, Illustrator, InDesign & Premiere

Design Visualization & Prototyping



TOPIC SPOTLIGHT

Fundamentals of Design

The topic of fundamental design explores design techniques used to communicate in a global society. You'll examine accepted design principles and production considerations as well as the skills used by today's visual practitioners. Studying this topic will develop your presentation skills, which will allow you improve the level of comprehension across audiences. There are four main disciplines to be explored: thinking on a conceptual level, heightening observation, triggering creativity and imagination, and confronting real-world challenges.



Minor in Economics

Delve deeper into micro- and macroeconomics that drive governmental policy and business decisions on a global and local scale.

Sample topics:

Global Markets & Social Welfare

Individual Choice & Behavioral Economics

Monetary Policy & Financial Crises

Business & The World Economy

•.....



TOPIC SPOTLIGHT

Business & The World Economy

This topic builds on knowledge acquired in previous topics covered on micro- and macroeconomics. You'll be introduced to key features, trends, and theories of the world economy, international economic policy, and transnational business. This topic is non-technical, real-world focused, and incorporates ideas and themes from other disciplines, unlike narrower topics intended to train economists. There'll be a focus on contemporary trends in the world economy and their ethical implications.



Minor in Psychology

Equip yourself with a better understanding of human psychology to provide insight when managing staff, connecting with consumers, or developing greater self-awareness.

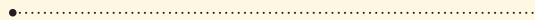
Sample topics:

Bias & Discrimination

Intrinsic & Extrinsic Stimuli

Irrational Consumers

Psychology & Neuroscience





TOPIC SPOTLIGHT

Psychology & Neuroscience

This topic provides a broad overview of the psychological and neural processes that determine our everyday experiences and interactions. Using a practical approach, this topic covers a wide range of specific subtopics, including human development, personality, sensation and perception, learning and memory, motivation and emotion, and human social behavior. The topic also explores exciting new realms that psychology and neuroscience have only recently begun to explore, such as the biological basis of human empathy and how the brain gives rise to dream states.



Put your skills to the test

Apply your knowledge, sharpen your skills, and maximize your employability with internships.

You'll be required to complete at least one internship, and can do more, if you choose. We recommend students complete three internships during their time at Hult.

Spend several weeks experiencing the inner workings of a business, apply what you're learning, and use a faculty- and career-guided approach for observation and reflection on your time in the workplace.



Hiro Koichi, Class of 2018,
networks at a Hult London event.



STUDENT STORY

Mehjahr Khayyati

German
Sales & Marketing Intern
Tesla
Class of 2017

How did you get your internship at Tesla?

I was in touch with a Hult alum who worked for Tesla. When he was promoted and an internship position became available, he asked if I'd be interested. My resume was passed to the boss, and after a few conversations, I was offered the role!

What's the experience been like so far?

I love the amount of responsibility I was given from day one, and how I keep getting more challenging tasks as I keep asking for them. My tasks and responsibilities differ on a daily basis, so this requires flexibility and endurance.

How did your time at Hult prepare you?

The time of memorizing definitions from old, heavy textbooks is over. Hult's practical approach gave me a very special way of confronting challenges and doing business. My Career Advisor was also very helpful, motivating, and supportive. He gave me some of the necessary tools I needed to represent myself professionally.

Any tips for future students?

Look out for the right fit—the right position, tasks, responsibilities. The company name on your resume is not as important as being satisfied with what you do.

Challenge yourself

Put theory into practice and discover your true strengths and weaknesses in real-world business scenarios. Understand the risk and opportunity new technologies present to global business and society.

Challenge-based learning

Working in teams on real-world business and social challenges allows you to put theory into practice while developing your interpersonal and practical skills.

Core challenges

In addition to your hands-on class projects and club experiences, you'll take part in three competitive team challenges as part of your core curriculum.

Startup Challenge

Design, develop, pitch, and promote a product or service to a specific target audience.

Social Impact Challenge

Think on a global scale to solve a pressing social issue affecting millions of people; modeled on the Hult Prize.

Specialization Challenge

Use the theory you've learned in your major classes and apply it to the real world and real companies.



Startup Challenge

During the Startup Challenge, you'll work in teams to design and pitch a product or service to a specific target audience. Using design thinking to recognize what makes a good offering, you'll plan which market your venture will add value to. Then you'll promote your venture, helping you to understand the importance of finding and creatively reaching your future customers. This challenge encourages you to think on your feet, present your idea, and collaboratively approach problem solving with a positive mindset.

Challenge yourself



Social Impact Challenge

The Social Impact Challenge is modeled on the prestigious Hult Prize student competition, which is dedicated to launching the world's next wave of social entrepreneurs. You and your team will be challenged to think globally and responsibly to solve a pressing social issue. Challenge topics have ranged from improving education in developing nations to addressing the refugee crisis. This challenge will help you to think about corporate responsibility and the power business has to do well by doing good.

Specialization Challenge

The Specialization Challenge enables you to focus closely on your chosen major and develop your career-ready skills. The challenge will focus on an issue or problem that requires you to use the theory you've learned in class by applying it to the real world and real companies. And the challenges may even go beyond the Hult campus—you could be competing against students from hundreds of other schools all over the world to work on a solution for a leading company.



A finalist competes in the challenge set by Virgin to launch its student entrepreneurial platform LifeStart.

Andy Letting, Head of Digital Marketing at British brand Jack Wills, sets a live client challenge for students in London.



Students visit McLaren's headquarters to pitch to the Executive Directors as part of the 2018 capstone challenge.

Nano courses in disruptive technology

You need to be ready to adapt to whatever the future holds. These short “nano” courses challenge you to think creatively about the business applications of new technologies.

Choose three or more nano courses

You'll complete at least three of these elective courses, which have been built in partnership with world-renowned industry experts. Learn the basics of how the technology works, its potential applications, the major players driving the technology, the likely development timeline, and the key obstacles that need to be overcome for its full potential to be realized.

Artificial Intelligence

Augmented & Virtual Reality

Autonomous Vehicles

Blockchain

Cybersecurity

Energy of the Future

Robotics

•.....



From blockchain to robotics, explore the future application of technology.



TOPIC SPOTLIGHT

Robotics

In 2017 there were 2.3 million robotic units deployed around the world. The study of robotics is enabling a revolution in the intelligence, flexibility, control, and organization of robotic units, enabled by advances in computer science, data analytics, and information sharing. This course enables future leaders to engage with the impact of these new developments by introducing relevant, emerging technologies to be assessed for their business significance, range of potential application, and exposure to critical risks.

Your final year capstone

At the end of your degree, a final capstone project brings together all that you have learned throughout your Hult journey.

Capstone project

Choose between an internship, a written thesis, a real-world corporate or social challenge, or developing a startup with the help of our in-house incubator, the Hult Founders Lab.

Capstone internship

A capstone internship allows you to gain in-depth, real-world experience. Using this opportunity to work directly with a company to put your learning into practice, you will also take a rigorous and faculty-guided approach to evaluating your time in the workplace. Your capstone internship will culminate in an extensive report based on your experience.



Hult Founders Lab

Got an idea for a startup? Hult's in-house incubator, Hult Founders Lab, helped launch 30+ student ventures in 2018. Get support from expert faculty and mentors to take your idea right through to launch. If you choose the entrepreneurial track for your capstone project, you'll develop your idea within HFL and compete against other teams in your final pitch to investors.



Written thesis

Writing a thesis gives you the opportunity to write a polished academic paper on a subject of your choice. You'll be supported by a faculty supervisor as you learn how to develop research objectives and questions, select appropriate methodologies, collect and analyze data, draw logical conclusions, and propose supporting recommendations. This will culminate in a thesis employing the rhetorical conventions of your discipline in the writing process.

Real-world corporate/social challenge

This challenge is a capstone project in which you'll work in teams, led by a faculty member, to tackle a critical social or business problem. Your team will then pitch a solution developed over months of collaboration to real business leaders. Building your presentation, communication, and critical-thinking skills, this challenge prepares you for pitching in a real-world business environment.

Sample week



Thursday	Friday	Saturday	Sunday
Academic Cross-Cultural Communications	Academic Public Speaking Challenge		
Academic Economic Theory & Application		Social Working brunch with group	
Social Lunch with the Dean	Social International Food Day		
Academic Principles of Finance			
	Social Yoga Club		
			Social Movie night at student housing
	Social Theater trip with Student Services		

Go further with a combined masters degree

You can earn your masters degree at an accelerated pace and at increased affordability when you combine your bachelors and masters studies at Hult.



Students at the San Francisco campus hear about their options.

“Each course gives you knowledge about a certain field of business but also gives you a whole new perspective on the world of business.”

Nikolai Golenko

German/Slovenian
Class of 2020

Hult’s Combined Degree Program

Start earning your masters degree while you’re still an undergraduate.

Bachelor of Business Administration degree

3–4 years

Business Analytics*

Entrepreneurship

Finance

Management

Marketing

Masters degree

6–12 months

Masters in Business Analytics*

Masters in Disruptive Innovation

Masters in Finance*

Masters in International Business

Masters in International Marketing

Final-year students can take up to 12 credits of approved graduate courses over the summer, which will count toward both your Hult bachelors and masters degrees.

*Hult’s Masters in Business Analytics and Masters in Finance degrees qualify as STEM (Science, Technology, Engineering, Math) degrees, which provides the potential for an additional two years (so three total) of work authorization in the U.S. If you’re an international student and your final year of study is at one of Hult’s U.S. campuses, you’ll have the benefit of work authorization in the U.S. for a year on OPT (Optional Practical Training), regardless of your masters degree.

Clubs & Societies



Student clubs & societies

African Society
Art & Culture Club
Business of Fashion Club
Deep Space London
Finance Club
Fine Arts
Gaming Society
Hult Event Management Club
Hult Marketing Club
Law Society
Management Consulting Club
Model United Nations (MUN)
Music & Jamming Club
Net Impact Club
Photography Club
Psychology Club
Tech for Social Impact
UNICEF at Hult
Video & Media Club
Women in Business Club

Sports clubs & teams


Basketball—Men & Women
Cheerleading Club
Climbing Club
Country Sports Club
Dance Session Club
Foosball Club
Football/Soccer—Men & Women
Golf Club
Health & Fitness Club
Hult Running Crew
Latin Dance Club
Racing Club
Rugby—Men & Women
Skiing & Snowboarding
Tennis Club
Volleyball Club
Yoga & Wellness Club










Connect with us online


 @HultBusinessSchool

 HultBusinessSchool

 Hult

 HultUG

 Hult_Business

 Meet our Global Student Ambassadors:
Hult.edu/AskAStudent