

## Comprehensive Exam Guideline for MBA (EP)

A case of electronic business is provided with main 4 questions. The students will need to answer all questions according to the case provided. The case might involve the following topics.

- Environmental analysis such as PEST, PESTLE, SWOT, TOWS, Porter's Five Forces, Ansoff Matrix
- Corporate, Business, and Functional Strategy
- Human Resource Management such as recruitment, selection, training, and hiring
- Marketing strategy including STP, product, price, place and promotion strategies.
- Customer Relationship Management – CRM
- Other related strategies such as partnership, collaboration, strategic alliance, sustainability.
- Other current topics such as digital business (digital marketing, FinTech)