

BBA- International Business -Course Description

ACT 112 Principles of Accounting 1

This course concentrates on accounting for merchandise operations, proprietorship, specialized books of original entry, and the voucher system including emphasis on the financial aspects of accounting. Also, accounting concepts and principles, accounting for cash and receivables, inventory systems, inventory costing methods, accounting of acquisitions, depreciation and disposal of plant assets will be covered in this course.

Prerequisite: None

ACT 212 Principles of Accounting 2

This course covers modern financial and managerial accounting theory and practices applied to an organization's liabilities, planning, budgeting, and control. Topics include: Organization, capita stock transactions, and dividends, income and corporate income taxes, liabilities, financial statement analysis, managerial accounting concepts and principles, cost behavior and cost-volume-profit analysis, budgeting and differential analysis.

Prerequisite: ACT 112

ECO 222 Principles of Macroeconomics

This course examines the basic principles of macroeconomics from a market economics perspective. Exploring how to measure national economic activity, looking specifically at GDP, unemployment and inflation, and their relationship to the business cycle, analyzing international economics and the theories of economic growth and development, comparing theories of the macro economy with the classical-Keynesian debate, as well as examining the monetary system, including the federal reserve system, money markets and fractional reserve banking. **Prerequisite: None**

ECO 221 Principles of Microeconomics

This course focuses on the tools necessary for analyzing and investigating various microeconomic problems, such as issues of scarcity and choice, the tools of price determination and elasticity, perfect competition, monopolistic competition and oligopoly, factor pricing, factor mobility, labor markets, and the importance and role of economic policy in our everyday lives. Topics include: Economic Decisions, Demand and Supply Analysis, Elasticity of Demand and Supply, Consumer Choice and Demand, Production and Cost in the Firm, Perfect Competition, Monopolistic Competition and Oligopoly, Resource Markets, Capital, Interest, and Corporate Finance, Economic Regulation and Antitrust Policy..

Prerequisite: None

FIN 201 Managerial Finance

This course provides a conceptual framework of financial management at the introductory level. Analysis, planning and control of internal and external finance decisions of a firm with emphasis on corporate structure. Topics include: financial statement analysis, markets and institutions, risk and rates of return, time value of money, bond and stock valuation, capital budgeting **Prerequisite: ACT-112**

HRM 210 Human Resource Management

This course is designed to introduce the fundamental issues associated with Human Resource Management (HRM). An examination of the major topics related to HRM and current issues are addressed to better understand the important role of human resources as a source of competitive advantage for organizations in today's ever-changing environment. **Prerequisite: MGT-202**

MGT 311 Business Research Methods

This course is designed to allow undergraduate students to explore the role of research in business decision-making. The aim is to introduce students to the terminology, concepts, processes and methodologies used in conducting research. Moreover, a major part of this course is dedicated to the development of a business research proposal, thus enhancing students' skills, knowledge and competencies in conducting research. **Prerequisite: QBA-341**

MGT 202 Principles of Management

Effective management is a universal requirement of all organizations, whether large or small. This course introduces students to the roles, responsibilities, and functions of management and serves as a foundational course for subsequent business courses. Topics include: the Four functions of management: leading, planning, organizing, and controlling; Managing in a global environment; Organizational structure and culture; Strategic Management; Social responsibility and managerial ethics; Managerial Decision Making, and Managing teams. **Prerequisite: None**

MGT 210 Business Report Writing

This course provides students with an intensive study and practice in writing for professional settings. The course focuses on the fundamentals of the technical and business workplace communication such as memoranda, proposals, reports, instructional manuals, business letters and the elements of documents design. **Prerequisite: LNG 172**

MGT 231 Legal Environment of Business

This course introduces the basic underlying concepts, principles and rules of law and equity that govern business activities. This course provides an overview of law in general; the UAE, the North American and British based legal systems, court procedures, Alternative Dispute Resolution, the different impacts of statutory and judicial law and administrative procedures. Students will also be introduced to contracts; company formation, employment law, products and premises liability, UAE bribery laws, cybercrimes, business ethics, Value Added Tax (VAT) and business related UAE Laws.. **Prerequisite: LNG-172; MGT-202**

MGT 320 Organizational Behaviour

Organizational success and performance is dependent upon employee commitment and well-being. Thus, the goal of this course is to enhance students' managerial and organizational skills by developing a sound understanding of the dynamics of individual and group behavior in organizations. It explores management styles, leadership styles, employee motivation and attitudes, team development, diversity, stress management, and employee relations. It also explores the impact of organizational structure and culture on employee performance.. **Prerequisite: HRM-210**

MGT 361 Operations Management

This course is an examination of how organizational processes add value as they transform inputs to outputs. Student will appreciate the common key factors and challenges typified in managing common global business organization operations. Through a project, student will be guided in applying the various operations management techniques in appreciating an existing business process, solicits productivity improvement and eventually evaluate the proposed suggestion. **Prerequisite: MGT-202, QBA-341**

MGT 405 Business Ethics and Social Responsibility

This course will examine the practical issues of managers in addressing ethical and moral problems in business. It will draw on a variety of materials and experiences as a basis for analyzing and evaluating the manager's and the firm's options and decisions. **Prerequisite: 90 CR.H.**

MGT 470 Strategic Management

This course approaches the understanding of the total enterprise from senior management's point of view, the operating environment, management's overall objectives and strategic plan and the implementation and execution of the chosen strategy. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. **Prerequisite: HRM-210, ECO-222, ECO-221, FIN-201, MKT-201, MGT-361 plus 90 credits**

MKT 201 Principles of Marketing

This course sets the foundations in the field of marketing to provide an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing are discussed, along with their implications in formulating marketing strategies, as well as examining the managerial focus on the external environments and decision elements of the marketing mix (Product, price, place and promotion) faced by marketers at the corporate and entrepreneurial levels of business. **Prerequisite: LNG-171**

QBA 241 Quantitative Business Analysis

This course consists of two parts. The first part covers the most popular graphical and numerical methods of descriptive statistics to summarize univariate data sets with a focus on their practical interpretation. The second part is an introduction to probability theory and commonly used discrete and continuous random variables which are generated by the Binomial distribution, Poisson Distribution, Uniform distribution, and Normal distribution and their applications. SPSS and Excel will be used in the weekly Lab sessions to illustrate the notions which will be covered in the lectures. **Prerequisite: None**

QBA 341 Quantitative Approaches to Decision-making

This course enables the students to know the scientific approach to decision making when solving business problems. It will focus on Quantitative methods: The first part covers the importance of sampling distribution of the mean, parameter estimation, and testing hypotheses. The second part covers simple and multiple linear regression models along with their applications, and forecasting methods. The third part of the course covers Linear Programming Method to determine the most efficient use of limited resources in maximizing/minimizing using the graphical method or algebraic method, and it also covers the most profitable distribution pattern for transporting products from factories to markets. SPSS and Excel will be used in Lab sessions for illustrating advanced statistical methods using real data sets. **Prerequisite: QBA-241**

SWS 351 Management Information Systems

This course introduces the study of organizations as systems supported by information processing. It focuses on describing information systems (IS) requirements and applying IT on business and management. Topics include: IS in the Enterprise, Electronic Business and Electronic Commerce, IT Infrastructure and Platforms, Managing Data Resources, Security and Control, Enterprise Applications and Business Process Integration, Management

Decision-Making for the Digital Firm, Redesigning the Organization with IS, Understanding the Business Value of Systems, Managing International IS. **Prerequisite: None**

INB 360 International Business

This course focuses on the environment of international business, the differences between domestic and international business, globalization issues, cultural and societal, economic and legal environment, import and export trade, entry modes, regional economic integration, emerging markets, financial institutions, marketing and management strategy. The institutional and competitive environment and managerial challenges of firms engaged in international business. It considers the activities of multinational enterprises and government policies toward them, drawing policy implications for the management of these enterprises. It also covers international trade theories, foreign direct investment, international financial institutions, differences in political economy and culture, barriers to trade, foreign exchange, business-government relations, and the strategic alternatives available to companies operating in the global economy. The conduct of international business transactions, including terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, support services, and trade facilitation. **Prerequisite: MGT 202**

ENT 241 Entrepreneurship I

Introduction to entrepreneurship theory and practice. Business plan development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution. **Pre-Requisite: ENT-142**

ENT 242 Entrepreneurship II

Business plan and pitch development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution. **Pre-Requisite: ENT-241**

FIN 325 Financial Markets and Institutions

This course examines the nature of money and the banking system in a global economic environment. It introduces students to monetary policy and considers how monetary policy influences interest rates and asset markets of GCC. International aspects of the monetary system are also considered such as foreign exchange markets and exchange rate targeting policies in GCC. The course also starts with an exposition of financial market and its instruments and proceeds to discuss shari'ah viewpoints concerning different financial market instruments such as equity shares, preferred shares, bonds and financial derivatives. **Pre -Requisite: ECO-222**

MGT 310 Tourism Management

The objective of this course is to presents an introduction to tourism management and its operations. Also, the course will deliver students with the operational skills required for career employment in the tourism business and in destination organizations. Topics includes: sustainable tourism management, destination stakeholders and cultures, globalization and travel patterns, leadership in tourism. **Prerequisite: MGT-202**

SPT 112 Introduction to Sport Management

This course is designed to provide students with the fundamentals and functions of sport administration in terms of administration responsibilities, organizational structure, finance, economics, human resources, marketing, decision making, assessing risk management and conflicts solving, ethics, skills and competencies necessary for sport administrators. **Prerequisite: None**

BUS 205 Social & Digital Media

This course introduces the students to the basic concepts of: establishing the first presence of the business project on the web. This includes designing the web & mobile sites, online marketing techniques and online analytics. The course is taught through the implementation of different stages as part of an online business project with special focus on integrating social media. **Prerequisite: None**

FIN 330 International Finance

This advanced finance course focuses on foreign exchange markets, determination of exchange rates, currency risk hedging techniques, and currency derivative instruments. In addition, macroeconomic policies and investment practices of multinational firms will also be reviewed to familiarize students with the type of practical issues in the international finance field. **Prerequisite: FIN-201**

INB 340 International Dimensions of Human Resources Management

This course is an introduction to the critical issues facing organizations in simultaneously managing their human resources at home and abroad. It focuses on the connection between corporate strategies and the effective management of human resources. . **Prerequisite:** HRM-210

INB 300 International Economics

This course analyses the economic relations of the various nations and compares their international trade. The various internal factors of nations are compared to be affecting their international trade. The major origin in international trade theories are discussed with the overview on IMF, FAO and WTO. The policy development in developing nations and the developed nations are compared and discussed during the course.. **Prerequisite: ECO-222**

INB 420 Business Law

This course presents students to the concepts of international business law including both public and private international law. For public international law, various international treaties and laws governing international business transactions are covered in this course. For private international law, international agreements covering commercial law, international legal requirements are covered. Topics include technology transfer, intellectual property, agency agreements, UN agreements, international contracts, and international export and import laws. **Prerequisite: MGT-231**

MKT 465 International Marketing

This course is designed for students from Marketing and International Business Programs, it addresses the decision making as well as policy formulation with respect to various aspects (cultural, social, political, legal and economic) of global environments. Topics include: Global marketing imperative, international trade institutions and trade policy, cultural environment, economic environment, political and legal environment, strategic planning, international marketing research, market entry and expansion, product adaptation, export pricing strategies, marketing communication, distribution management, global services. **Prerequisite: MGT-361**

BUS 400 Internship

An internship experience provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks. **Prerequisite: (90 Cr.H) and minimum CGPA 2.0**

INB 450 International Accounting

This course provides students with a broad perspective of international accounting and reporting issues that multinational corporations face. The course covers nature of international operations, international financial markets; diversity of financial reporting; consolidation of financial statements of multinational companies, comparative accounting systems, international efforts to harmonize financial reporting, and other reporting issues facing multinational corporations. The course also addresses how to reconcile differences among international accounting standards and other alternative accounting systems. **Prerequisite: ACT-212**

INB 490 Global Strategy

This course presents on the contests of developing and applying corporate approaches in an international setting. It is organized to provide students with a theoretical and applied understanding of the strategic and organizational challenges of international corporate management. **Prerequisite: INB-300, INB-420, INB-340, INB-450, MKT-465, FIN-330**

SCM 314 Global Supply Chain Management

Examines the imperatives of logistics and supply chain management within the global context. Topics covered spans transportation, customer service, inventory management, warehousing, materials handling and packaging, information systems, global sourcing, facility location decisions, international carrier management and operations, importing/exporting procedures, customs issues, transportation intermediaries as well as documentation, international sourcing/distribution and management of inventory within and across firms throughout the global supply chains to enhance performance and gain global competitive advantage. Also, focuses on application and the unique features of logistics and supply chain management in various nations and regions of the world, the differences in logistics and supply chain systems and transportation infrastructure around the globe, global trade compliance, roles of export intermediaries and third party logistics providers in international trade supply chain operations logistics. **Prerequisite:MGT-361**

MKT 320 Retailing

This course provides hands on study of the retail business environment in the UAE and abroad. Topics include: building and sustaining relationships in retailing, strategic planning in retailing, retail institutions by ownership, retail institutions by store-based strategy mix, identifying and understanding consumers, information gathering and processing in retailing, trading-area analysis, site selection, developing and implementing merchandise plans, pricing in retailing, establishing and maintaining a retail image. **Prerequisite: MKT-201**

INB 410 International Management

International management is increasing in importance in today's global business landscape as enterprises of all sizes expand their operations world-wide. This course examines the international dimensions of management including internationalization of the firm, globalization of industry, international strategy frameworks, strategy implementation requirements, management of relationships with host nations, cross-cultural management

and international human resource management. More specifically, it explores how decision makers in business and government settings manage the process and outcomes of negotiations, cross-cultural negotiations in a global business environment. Emphasis on decision-making in the face of rapidly changing international conditions, cross-cultural analysis of management theory and practice in select countries and regional markets, challenges confronting modern multinational enterprises in organizing cross-border activity that spans multiple stages of the value chain. ***Prerequisite: MGT-202***

INB 421 International Trade and Policy

Trade Policy is complex nexus of economic theory, economic conditions and trends, domestic and international politics and institutions, domestic business interests and civil society. The course examines a range of issues in international trade and policy, determinants of a nation's trade policy, the theories and institutions that drive international trade policy, UAE trade policy, basic law and economics of modern international trade, including WTO-related issues, trade balances and imbalances, tariffs, trade remedies, global supply chains, global outsourcing, the moral case for free trade, regardless of its economic or political benefits. Specifically, the course examines the interrelationship between international trade theory, policy development, and policy enforcement. ***Prerequisite: INB-300, INB-360***