

BBA- Marketing -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, capital 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**

MKT 208 Consumer Behaviour

This course treats the consumer as a decision maker. It examines social, cultural, and psychological influences on purchasing decisions while emphasizing their implications for marketing strategies, as well as the factors in human behavior which influence the choice and the use of products and services offered in the for-profit and nonprofit organizations in our society. Topics include: Consumer Decision Making Process, Marketing Regulation and Consumer Behavior, Ethics, Cross-Cultural Variations in Consumer Behavior, Memory & Product Positioning, Motivation, Personality & Emotion, Commitment & Consistency, Consumer Decision Making Process. **Prerequisite: MKT-201**

MKT 310 Advertising and Promotion

This course focusses on the integrative role of advertising in persuasive business communication and its related fields, which includes procedures for organizing, developing, and implementing effective media-related decisions accompanied by an in-depth understanding of the role of advertising and promotion in the marketing mix. Topics include: Introduction to Advertising, Advertising's Role in Marketing, Strategic Media Planning and Implementation, Objective Development and Budgeting, Interactive and Alternative Media, Social and Digital Media, Broadcast Media, Creative Side and Message Strategy, Design and Production and Public Relations. **Prerequisite: MKT-201**

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**

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**

MKT-340 e-Marketing

This course provides a thorough understanding of the principles and practices of using the Internet to market goods and services. Topics include: Strategic planning & the marketing process & developing the e-business marketing, independent student project, product and service strategies branding and brand strategies, b2b business models and strategies, market segmentation, and targeting, pricing strategies, distribution and logistics, retailing and wholesaling, e-marketing communication, customer relationship management, global

marketing environment and marketing research online consumer behavior. **Prerequisite: MKT-201**

MKT 430 Marketing Research

This course addresses the methods and procedures for collection, interpretation, and use of primary and secondary data in marketing. Topics include: Marketing Research Process, Research Design and Implementation, Standardized Sources of Marketing Data. Qualitative and Observational Method, Survey Methods, designing the questionnaire, Sampling fundamentals, fundamentals of data analysis, Hypothesis Testing, Discriminate analysis and canonical analysis, Factor and Cluster Analysis. **Prerequisite: MKT-208, QBA-241**

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**

MKT 469 Marketing Management

This course is the capstone course of the Marketing Program. It focuses on the analysis, planning, implementation, and control of marketing initiatives in a competitive marketing environment. The topics include: marketing planning, understanding the environment and the competition, understanding the buyer, market segmentation, positioning, and branding, marketing research and information, product and service decisions, new products, distribution and supply chain management, designing effective promotion and advertising strategies, direct marketing, sales promotion & public relations, selling & sales management, the future of marketing. **Prerequisite: MKT-430, MGT-320**

MKT 371 Brand Marketing

This course points out the importance of branding in the integrated marketing communications strategy. Students will understand the role and the value of brands as well as the different branding elements in the context of marketing and its underlying strategies. Topics include: Brands and brand management, how to build, maintain and protect brand equity as well as how to measure it, brand positioning, how to connect business strategy to brand strategy, developing and managing brands over time, as well as how to build and manage a brand-oriented organization in the context of time, geography and culture. **Prerequisite: MKT 201**

MKT 230 Professional Selling

This course provides an introduction to the sales process. It provides background to the development of successful sales presentation skills that enhances the participant's ability to develop sales presentations to satisfy customer needs and wants. Topics include: the life, times, and career of the professional salesperson, relationship marketing, ethics and customer relationships, psychology of selling, communication for relationship building, sales knowledge: customers, products, and technologies, lifeblood of selling, sales presentation method to use, elements of a great sales presentation. **Prerequisite: MKT-201**

MKT-350 Luxury Marketing

This course is designed to enable the student to understand recent market developments in the luxury market as well as to identify the fundamental characteristics of luxury marketing. Moreover students will be able to differentiate between key elements of luxury marketing and conventional marketing. The emphasis is on developing a foundation for future luxury marketing studies. Topics include: Diverse Definitions of Luxury, Key Characteristics of

Luxury, Luxury Products and Luxury Brands, The Luxury Market in the Middle-East, Product, Price, Place and Promotion Requirements for Luxury Goods, Potential for Luxury Brands in the Context of Web 2.0 ***Prerequisite: MKT-201***

ETM-410 Events Marketing

The aim of this course is to provide students with an understanding of the long-term subjects in event marketing. The course will analyze theoretical and practical concepts and marketing models for various kinds of events. Also the students in this course will gain theoretical and analytical skills in strategic planning and how it relates to event marketing & management. Students will study about the intentional improvement of events as well as its use for strategic destination marketing. ***Prerequisite:*** MKT-201 and/ETM-300/MKT-208