

Master of Business Administration-General Management-Course Description

MBA 641 Managerial Accounting

Students are taught the concepts and procedures for measuring and reporting managerial information for the use of internal decision makers. The course demonstrates the added value of managerial accounting to decision making and planning, and to motivating managers and other employees towards organizational goals. The course also focuses on the concept of responsible accounting and on the measurement of performance of managers and other segments of the enterprise. Specific topics examined include job order costing, process costing, break/even analysis, budgeting/profit planning, capital budgeting, financial statement analysis and cash flow analysis. Spreadsheet based software is to be used to solve selected problems and cases . ***Prerequisite None***

MBA 642 Managerial Finance

This course is a comprehensive and advanced study of the primary tasks, functions, and responsibility of financial managers and how they utilize financial analysis, planning, and control techniques to develop and apply financial strategies to business objectives. Topics include an introduction to financial management, an introduction to Islamic finance concepts, accounting statements and cash flow; time value of money and discounted cash flows, capital budgeting and investment rules, cost of capital, stock and bond valuation models. ***Prerequisite None***

MBA 643 Business Research Methods

The primary objective of the course is to provide students with advanced knowledge in research methods and to develop their skills in conducting effective research for the field of business. In order to attain these objectives, the course covers the fundamentals of research methods such as various research philosophies, problem formulation, research design, data collection and ethics. The course presents both qualitative and quantitative research methods. Qualitative methods include various approaches such as interviewing, case studies, ethnography, grounded theory and participant observation. Quantitative methods include statistical methods, linear programming, regression, correlation and simulation. The course will help students develop skills on how to analyze scientific articles, design research, collect and analyze data, and to communicate results. Furthermore, students will learn to use quantitative/statistical software such as QM 4 and Nvivo 10 for quantitative and qualitative data respectively. ***Prerequisite None***

MBA 644 Managerial Economics

The aim of this course is to examine how rigorous economic thinking can improve a manager's performance. The course provides a thorough understanding of how microeconomic theories, tools and concepts are used in managerial decision making. Students will learn to use supply and demand analysis to forecast demand; apply the concept of elasticity to estimate revenues and profits; determine optimal price structures by applying cost and demand theories; and utilize game theory to understand strategic interactions among competitors. A manager while managing an organization does so in the context of a macroeconomic environment. To this end, the course provides enough background in macroeconomics for the student to understand the broad general economic condition prevailing in a given country and in its trading partners. ***Prerequisite None***

MBA 645 Marketing Management

In this course, students will gain proficiency in the latest methods and concepts for analyzing customer behavior and for devising effective marketing strategies. The marketing management course is designed to build advanced knowledge and competency in the art of

marketing, choosing which customers to serve, and getting, keeping and growing them through delivering superior customer value. This course focusses on application aspects of marketing in the real world. A thorough market analysis leads to the marketing strategy illustrated by the development of a marketing plan. **Prerequisite None**

MBA 646 Operations and Supply Chain Management

The purpose of Operations Management is the optimization of processes of resources management, production and delivery of goods and services to customers. An organization's competitive advantage depends on its operations' efficiency and effectiveness and its ability to respond to both global and local market requirements quickly while reducing cost without compromising quality. Operations management is key to attaining profitability and market growth through expanding market shares. With stiff global competition, organization's survival, let alone growth, becomes greatly contingent on an organization capability to perform its operations at minimal costs by exploiting its resources productively, yet maximizing stakeholders' value adding benefits. This course focuses on numerous concepts, issues and methods in achieving efficient and effective operations that are aligned with an organisation's strategy. Topics include business strategy & global competitiveness; quality management; product/service design; transformation system design; capacity and location planning; scheduling; supply chain management; inventory management; material requirements planning; just in time management; and ethical issues. **Prerequisite MBA-643**

MBA 647 Management of Information Systems

This course discusses managerial problems related to computer based information systems. Within the context of systems and control theory, the student studies critical areas of analysis, design and development of management information systems. Topics include strategic and competitive information systems; the Porter competitive model for industry structure analysis; strategic uses of information technology; information systems planning; business and information systems; enterprise systems; management decision support and intelligent systems; evaluating the use of information systems; integrating information systems into the business plan; E-business and E-commerce. **Prerequisite None**

MBA 651 Organizational Behavior

The main objective of the course is to provide a sound understanding of organizational behavior (OB) in the development of today's organization. The course focuses on the practical applications of OB concepts and techniques that all managers and employees encounter in their related responsibilities. Topics includes personality traits, power, communication, and motivational models, the role of culture and values, work design, etc. **Prerequisite None**

MBA 648 Business Strategy (Capstone)

This course provides students with advanced strategic management concepts and knowledge to formulate, evaluate, implement and critically assess firms' strategies. It delves into the strategic management frameworks and tools that make up the field of strategic management. It includes research activities within which participants gain in-depth knowledge and hands-on practice that engage students in diagnosing and identifying realistic solutions to complex strategic and organizational problems. It provides students with advanced skills to craft and articulate both verbally and in writing logical and fact-based arguments in support of action recommendation. **Prerequisite All other program core courses**

MBA 691 Marketing Channels

This course examines the mechanism of how companies access the market and manage their distribution channels in order to gain competitive advantage. This course introduce students to both theory and practice of marketing channels involving key fundamentals in channel

structure, channel design and channel conflicts. This course will also enable students to explore the relationship between demand, supply chain and distribution channels, and other elements of the marketing mix. This course will develop students' ability to apply gained knowledge to real business situations and practical issues through the examination of case studies to cultivate students' analytical skills. **Pre requisite: MBA-645.**

MBA 692 International Marketing

This course focuses on the techniques, marketing decisions and management processes involved in development of international marketing, export and other types of international marketing operations. This course explores wide range of contemporary issues that goes beyond the theory of and mechanism of international marketing, this course explores the opportunities that are expanding as international trade continues to grow rapidly, and commerce enables even the smallest businesses to find potential customers and means of distribution across the globe. Students will be exposed to the key procedural aspects and activities required in exporting, which the manager must know. Alongside an emphasis on exporting as a marketing activity, all other modes of foreign market entry are also covered thoroughly. **Pre requisite: MBA-???**

MBA 693 Business Marketing

This course focuses on the scope of businesses-to-business marketing. Understanding of the nature of industry as primary consumer of goods and services, government, and other industrial institutions. Comparison is drawn between consumer markets and business market to understand the distinct characteristics, nature of demand, and the marketing mix. Various analyses of strategies conducted to determine domestic and international industrial consumer approach. Emphasis on relationship management, E-commerce, supply chain, market research, high technology innovation, strategic brand assessment, segmentation, selling, advertising, and Integration and application of various business-to business strategies. **Pre requisite: MBA-????.**

MBA 694 Innovation Management and New Product Development

This postgraduate level course brings together the areas of innovation management and new product development with strong emphasis on innovation as a management process and methodology. Innovation management and new product development examines the problems faced by firms as they try to develop innovative products to sustain profitability and growth. This course is designed to prepare students to improve the competitiveness of their prospective firms. This course is designed with the aim to develop the creative aspects of managerial intellect by understanding the process and importance of innovation management, managing technology and knowledge and new product development. **Pre requisite: MBA-????.**

MBA 695 Marketing Research

This course examines the methods and procedures for collection, interpretation, and use of primary and secondary data in marketing including sampling, questionnaires, data collection, analysis, and preparation of reports. **Pre requisite: MBA-645.**