

Canadian University Dubai

School of Management

Master of Business Administration (MBA)

Focus Area: General Management

Course Descriptions

MBA 640 - Accounting for Decision Making

This course delves into the intricacies of Financial and Managerial Accounting, encompassing a thorough examination of financial reporting, analysis, and forecasting, and managerial decision-making. Within the Financial Accounting module, students are exposed to the complexities inherent in financial statements, hence acquiring proficiency in the interpretation and analysis of those accounts. The syllabus encompasses topics such as financial statement forecasts, valuation tools, and equity models. The Managerial Accounting segment encompasses the strategic utilization of managerial accounting information, cost concepts, cost-volume-profit analysis, budgeting, and the Balanced Scorecard. Overall, this course provides MBA candidates with the necessary knowledge and skills to make well-informed financial decisions for organizational success amidst the complexities of modern business environments. **Prerequisite: None.**

MBA 642 - Managerial Finance

This course provides a comprehensive financial knowledge to effectively manage financial affairs of a modern organization and apply financial management tools and techniques successfully. The first part of the course covers the introduction to financial management including Islamic finance concepts and expands the basic DuPont equation to better explore the interrelationships between operating and financial performance. The second part covers valuation of future cash flows and introduces key ideas on an intuitive level to help students with the application of capital budgeting techniques. The final part of the course utilizes both CAPM and DDM to cost of capital estimation and stresses the need to understand the validity of their assumptions in practice. **Prerequisite: None.**

MBA 643 - Business Research Methods

This course provides students with advanced knowledge of research methods allowing to develop their skills in conducting effective research in the field of business. To this end, the course covers the fundamentals of research methods such as various research philosophies, problem formulation, research design, sampling, data collection, data analysis, reporting and communication of results.

The course presents both qualitative and quantitative research methods. Qualitative methods covered include various approaches such as in-depth interviewing, ethnography, observations. Quantitative methods covered include statistical methods such as linear regression, ANOVA, MANOVA, factor analysis and preliminary time series analysis. Furthermore, students will analyze quantitative and qualitative data using 'R'. **Prerequisite: None.**

MBA 645 - Marketing Management

This course examines concepts and business practices associated with the development of marketing strategies and activities. In this course, students will gain proficiency in the latest methods and concepts for analyzing customer behavior and for devising effective marketing strategies. The course is designed to build advanced knowledge and competency in the art of marketing, selecting which customers to serve, while sustaining and delighting them by delivering superior customer value. This course focusses on application aspects of marketing in the real world based on a thorough market analysis. **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. **Prerequisites: MBA 640, MBA 642, MBA 643, MBA 645.**

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 include attitudes, diversity, personality traits, emotional intelligence, power, communication, and motivational models, the role of culture and values, organizational structure, teams, and work design, in addition to an emphasis on HR practices & policies and their role in shaping human behavior. **Prerequisite: none.**

MBA 649 - Business Ethics and Sustainability

This course provides the solid understanding of the importance of business ethics, sustainability and stakeholder management using a strong managerial perspective. The main goal of this course is to provide students with the on how today's most successful business decision makers both balance and protect the interests of various stakeholders, including investors, employees, consumers, the community, and the environment. **Prerequisite: None.**

MBA 700 - Applied Research Project

The course is designed for graduate students to utilize advanced learning through an applied research project. It enhances understanding of measurement and structural models, offers result-reporting guidelines, and emphasizes critical skills in business management research, including advanced quantitative and qualitative methods. Students will develop problem-solving models, analyze complex issues, and create innovative solutions relevant to their academic or professional field. This course links research with practical needs of organizations, requiring action-oriented projects that meet rigorous academic and professional standards. **Prerequisites: Complete 21 Cr. H. & CGPA of at least 3.0**

MBA 710 - Applied Consulting Project

The Applied Consulting Project is a course focused on real-life consultancy. Students will immerse themselves in a dynamic learning environment, working closely in small teams to apply management theories in a specific area of specialization (Finance, Digital Marketing, Talent Management Leadership, and General Management) to solve real business problems. Students will develop strategic plans and solutions, reflecting a practical synthesis of their MBA studies. The course aims to prepare students for future high-level roles by providing practical consulting experience with actual business. **Prerequisite: Complete 21 Cr. H. & CGPA of at least 3.0.**

Focus Area Electives:

MBA 675 - Management of Technology and Innovation

The Management Technology and Innovation program is designed to equip students with the skills and knowledge needed to navigate the intersection of business, innovation and technology. The curriculum integrates core innovation management concepts with cutting-edge technology trends, preparing graduates to lead in industries where technology and innovation plays a critical role. The course combines core management technology principles with a focus on leveraging technology and fostering innovation within organizations. Graduates are equipped with the strategic mindset and practical skills needed to drive successful business outcomes in dynamic and rapidly evolving environments. **Prerequisites: None.**

MBA 676 - Organizational Development and Sustainable Change

This course offers an in-depth examination of organizational development and change management in organizations, equipping students to harmonize short-term objectives with the imperative of long-term sustainability. It emphasizes the strategic conservation of resources while meeting current operational demands. It covers strategic change management on both organizational and personal levels, aiming to cultivate adaptability and resilience. Students will be equipped with practical strategies in evaluating change initiatives that are not just implemented, but also maintained for progressive organizational growth. Through this course, learners will become adept at fostering an environment conducive to sustained change, reinforcing the organization's capacity for ongoing and future transformation and innovation. **Prerequisite: MBA-651.**

MBA 677 - Strategic Leadership

Strategic leadership course focuses on equipping students to lead successfully organizations in the quickly changing and technologically advanced business environment. The purpose of the course is to provide students with the skills and knowledge they need to manage transformation, take advantage of new technologies, and foster innovation inside their companies and to give future leaders the know-how and abilities they need to lead effectively in the digital era. The course explores how strategic leadership impacts employees' performance and commitments. **Prerequisite: MBA-651.**

MBA 678 - Human Resource Development

The course provides an advanced perspective on the use of Human Resource Development (HRD) in enhancing the competitive advantage of organizations through the build-up of the intellectual and learning system capacities of the organization in order to cope with a rapidly

changing customer focused environment. The concept of the Learning Organization is developed through the perspective of the HRD policies and actions required to develop and change organizations through their human capital and capabilities. ***Prerequisite: MBA-651.***

MBA 679 - Talent Management and Motivation

The main objective of this course is to provide a thorough knowledge of talent management in theory and practice. Students learn the concepts and motivational techniques used in strategically acquiring, managing, and developing an organization's human capital to enhance its competitive advantage. Topics include talent acquisition, performance management, talent development, retention, and succession planning. ***Prerequisite: MBA-651.***