

# Course Description (Bachelor of Business Administration) BBA

## **BA 101 - Principles of Management (1)**

This is an introductory course for the study of management and the role it plays in organizations. It introduces students to the ideas of managerial levels, skills and management 'concepts. It develops their understanding about how successful employees and managers operate. The course begins with a historical overview of the management field and evolution of management thought. Additionally the course focuses on the management process/ managerial functions such as planning, organizing, leading, and controlling.

## **BA 102 – Principles of Management (2)**

The course deals with the concepts of the organization, its characteristics and legal forms. This course focuses on the provision of a comprehensive understanding of the organization functions (production, marketing, finance, human resource, knowledge & information and management). Additionally, it covers the organization's relationship with the surrounding environment.

## **BA 204 – Knowledge Management**

This course is designed to give students an introductory exposure to the ways in which organizations create, identify, confine, and disseminate knowledge. Topics include knowledge management principles; new organizations and intellectual capital; integration of human resources, training and development, information systems, and business units to implement knowledge management strategies; and new roles and responsibilities for knowledge workers.

## **BA 211 – Principles of Marketing**

This course focuses on the essentials of marketing, its nature and scope that are crucially important to the organization' success in a dynamic

environment. The course provides a broad background on the marketing concept, the role of marketing both within the organization and within the external environment, the marketing mix, (product, place, promotion and price), market segmentation, targeting and positioning, consumer and business behavior. During this course the student will learn to think like a marketer and will understand how marketing managers use marketing elements to enable their business organization to gain a competitive advantage.

### **BA 231 – Human Resource Management**

This course is an introductory course for Human Resource Management (HRM), it is designed to cover the major topics and issues related to HRM which will help the student in understanding and analyzing the role that HRM plays in formulating and implementing organizational strategy, and in achieving overall organizational efficiency and effectiveness. The course exposes students to HRM concepts, objectives, and functions. It also looks at diverse challenges that face HRM in its environment. Additionally, the course focuses on the scope of HRM in terms of job analysis, Human resources planning and recruiting, selection, training, performance appraisal and compensation.

### **BA 241 – Quantitative Methods in Management (E)**

This course provides an introduction to the concepts and applications of quantitative methods in management. It develops mathematical and statistical competence necessary to facilitate progression in courses such as Operations Management and Business Decision Making, however this course builds on the concepts and analytical taught in Principle of Statistics. This course focuses on developing quantitative methods, such as, linear programming, sensitivity and duality theory, transportation and assignment problems, network and queuing theory in addition to waiting line, game theory and simulation.

### **BA 246 – Managerial Economics**

The course is designed to develop student' knowledge of economic concepts and techniques to solve business related problems. The course focuses on the relationship between micro-economics and decision making

in real business disciplines, criteria of economic analysis, and economic theories and applications.

### **BA 251 – Organizational Behavior**

The course deals with the analysis of human behavior at both individual and organizational levels. Topics include personality and attitudes, perception and attribution, motivation, communication, work stress, group and team dynamics, leadership, decision making, quality, ethics, job and organization design, conflict management, organizational culture and politics, and organizational change.

### **BA 252 – Organization Theory**

The course deals with the major topics and issues related to organizational theory that helps the student in understanding and analyzing organizations. This course examines what an organization is and how it functions, why organizations exist, and what objectives do they pursue. It also review issues related to the life cycle of organizations: how do they grow and survive. The environment in which the organization operates is another important topic. Additionally, the course includes theories and practical information about different types of organizational structures, organizational change, organizational culture and innovation within organizations.

### **BA 303 – Scientific Research Methods**

This course studies the scope and significance of business research. It introduces students to the various aspects of business research; its types, tools and methods and students will learn how to apply business research techniques into real world situations. The course covers topics such as the identification of a topic by the student, proposition of hypothesis, formulation of research inquiries, development of literature review, select research design and methodologies. Additionally students will learn data collection techniques; primary and secondary data with application to specific problems, scaling and research instrument design and sampling design.

### **BA 313 – Public Relations**

This course deals with the public relations profession by teaching students how to THINK like a public relations practitioner by recognizing the importance of research, the targeted audience, and the message directed to reach audiences and finally building a public relation campaign. This overview of public relation practice will enable students to deal with public relations problems and they will be contributing in the provision of multi-angled solutions underpinning the value of public relations in decision-making. Additionally, the course focuses on the public relations activities and functions within organizations; planning, researching, identifying target audience and evaluation of PR campaign and its impact on publics.

### **BA 314 – Commercial Promotion**

In today's market, consumers are bombarded with thousands of messages that might be interesting or not on a daily basis. Successful today's marketers are those who are capable of recognizing their audiences and on the other hand knowing how these audiences perceive their companies. Therefore the course enables the students to choose among the different promotional mix elements, to create the appropriate messaging and select the most effective mediums to reach the targeted audiences. As student go through this course, he/she will gain a broad appreciation of the "ubiquity" of advertising and promotion and will realize that they constitute a critical element of any business endeavor. The emphasis in this course is on the role the promotional mix; advertising, personal selling, sales promotion, publicity, and public relations play in business organizations. Other topics such as Business Communication Models and managing advertising campaigns are covered throughout the course. As a result the student will gain competencies in the decision making regarding the promotion of commercial products and services.

### **BA 332 – Business Communication (E)**

The course deals with the basic concepts of written and oral business communications. This course focuses on the importance of communication process, its objectives and types. It enables students to achieve competencies in business writing, including good and bad news business letters, memoranda, electronic mail, persuasive messages and formal

reports. The course promotes student capacity in using electronic communication and technology appropriate to contemporary business functions. Additionally, it paves the way for student acquisition of life- long learning skills.

### **BA 333 – Planning and Selecting Human Resource**

The course deals with the issues, processes and practices involved in planning and selecting human resource. Students will gain the knowledge and tools to analyze and assess human resource requirements using both qualitative and quantitative approaches and techniques. Additionally the course will examine all factors being social, cultural and organizational that might affect planning and selecting human resource in that challenging Business context.

### **BA 342 – Operations Management**

The course deals with the knowledge and skills relevant with the efficient transformation of inputs (materials, labor, capital and management (into outputs (products or services (in a manner that explores the firm value propositions to its customers and complies with the business strategy of this firm. Topics include product selection & design, capacity planning, process selection, facilities location and design, scheduling, aggregate production planning, and Material Requirements Planning (MRP), and Modern Manufacturing Systems and Future Plant.

### **BA 344 – Supply Chain Management**

The course explores the process involved in the flows of materials and information among all of the firms. This process contributes in creating value starting from sourcing of raw materials till the delivery of a product to end customers. This course exposes students to the efficient integration of all parties: suppliers, factories, warehouses and stores to assure the distribution of products to customers at the right time and in the right quantity. Topics include: supplier evaluation/selection, logistics; partnering; technology; modeling; just in-time purchasing and managing risk.

### **BA 353 - Business Ethics**

This course deals with importance of ethics and its role in the business arena. Ethical dilemmas and decision-making approaches confronting all Business Organization' Stakeholders such as leaders, managers, employees, customers and the public are explored at the societal, organizational and personal levels.

### **BA 355 – Organizational Change and Development**

The course deals with the organizational change and development in a dynamic and ever changing business environment. In this course, students will learn about change – its meaning and concept, drivers for change, causes for the business organization success or failure to change, legal and regulatory issues related to change. The course gives insight to both historical and contemporary theories and methods of introducing change in organizations. And students will be exposed to how planning, managing and assessing change develops the organization. Additionally the course focuses on organizational development as a process to promote organization problem solving capacity, potential competitiveness and overall effectiveness.

### **BA 361 - Entrepreneurship**

The course deals with the practical insights on what an entrepreneur is? Students will learn the stages that an entrepreneur might pursue through in taking the seed of an idea and growing it into a successful business. Additionally, students will be acquainted with the challenges of owning and running a business. The course focuses on how to start and manage a new business/venture? Whether this new business will be part of an existing family-business or not? What appropriate form of ownership that this business may take, source of funds, location selection and all other operational requirements.

### **BA 362 – International Business**

The course deals with a basic understanding of how to manage business across borders. Both opportunities and risks are assessed in international markets. The course will expose students to differences between domestic and international business. Several topics are covered within the course

such as international business entry modes, cultural effects on both organizational and individual behavior, economic integration schemes, firm specific and country specific elements and their impact on creating competitive advantages. Moreover the course explores the legal, business, social, political forces, governmental regulations, labor force and competition in international environment.

### **BA 392 - Internship**

The course deals with students' opportunity to gain experience in workplace settings and to translate classroom learning into practice. It focuses on reinforcing students' practical and transferrable skills where further industry knowledge and skills necessary for professional advancement are acquired and developed. This course enables them to function well in a culturally diverse working environment. Additionally, it helps students reflect on the skills they are learning and the benefits gained from the internship experience.

### **BA 415 – Sales Management**

The course is a practical oriented course designed to be hands-on introduction to selling and sales management, it focuses on the management of a sales programme, on what it takes to be successful in managing sales function in a personal direct sales environment by engaging the student in practical sales management situations similar to real world experience by putting him or her in the position of being a prospective sales manager. The course focuses on providing a systematic framework for understanding sales processes, how sales is distinguished from marketing and its impact in achieving the organization' overarching objectives. Additionally, this course focuses on the sales strategies, sales budgeting, forecasting and evaluating sales performance, personal selling skills and finally issues related to recruiting, compensating and retaining salespeople.

### **BA 421 – Feasibility Studies**

The course deals with insight on what feasibility study is? How students will be capable to identify the feasibility of a new idea? What dominant market trends can be spotted? How potential market opportunities are assessed? What sales volume can be estimated? What financial risks can be

identified? What resources are required in terms of human, physical, financial and informatics? And how the business plan is developed?.

### **BA 443 – Business Decision Making**

The course exposes the students to a wide variety of problem descriptions and methods of analysis. It equips students with quantitative tools commonly used in business setting. For example, decision theory models and decision trees will prove useful for business situation with numerous alternative decisions, each having a probability and monetary value associated with the outcome. Through break-even you will be able to determine the marginal level of products to know when the company is going to profit from its operations and help the manager to control the cost. Game theory will assist you to choose the best competitive strategy. Forecasting will help you to make projection regarding the future sales of goods and the future utilization of services.

### **BA 445 – Total Quality Management**

The course introduces students to the concepts, principles, techniques and practices of total quality management (TQM) .It provides a historical background; a review to the most important pioneers and scientists such as Deming, Juran, Crosby and Ishikawa. Additionally it explores philosophies and ideas of the leading thinkers in quality management and Change management. Students will learn the significance importance of TQM in reducing costs, meeting and exceeding customers and other stakeholders' expectations of business organizations, and TQM awards and ISO. This course focuses on the service quality, client satisfaction, process control and capability; inspection, efficiency improvement, Six Sigma Quality Concepts and the use of statistics control tools to measure the quality of manufacturing and service related processes.

### **BA 454 – Leadership and Group Dynamics**

The course deals with leadership role along managerial hierarchy, leadership styles, techniques and roles in business organizations. During the course, diagnosing team and organizational problems are explored in relation to group development, dynamics, and theories to understand the complexity of the Business environment in which groups operate.



Additionally this course focuses on building team spirit, creating group interaction and dynamics, ethical and legal issues related to both leadership and group interventions.

### **BA 463 – Innovation Management**

The course introduces students to the main concepts of innovation. Throughout the course, students will learn how innovation is crucial for both individual and organizations. Students will be provided with various tools and methods to promote innovation capacity within themselves and others. The course will equip students with the knowledge of how to contribute as innovative team, how innovation is managed in real work situations, and how to spread innovation culture within a business organization. The course itself draws upon real-world examples and experiences of leading organizations from around the world.

### **BA 464 – Strategic Management (E)**

This capstone course is considered as a “big picture” course or an integrative and interdisciplinary course because strategy formulation and implementation issues cover the whole spectrum of business and management. This course emphasizes the key elements of the strategic process (i.e., strategic vision, mission and strategic objectives, situational assessment and analysis, strategy formulation, implementation and evaluation). It enables the student to start to think as a strategist. From a holistic view of an entire firm, the student will be provided with comprehensive examination of what strategy stands for? How to choose among competitive strategies? How to create competitive advantages? How to take advantage of external opportunities? How to defend sustainable market positions? How to allocate key resources over long periods? What ins and outs of formulating and implementing a strategic plan are businesses involved in? And finally, how managerial decisions might affect the performance and survival of a business firm?.

### **BA 465 – E-Business**

Electronic business or e-business causes a paradigm shift in the way today’s businesses operate and compete in the global marketplace. The course focuses on how organizations of all types and sizes are rethinking their

strategies and how they realized that e-business might be used effectively in implementing traditional business. This course is NOT a programming course. It introduces students to the fundamentals of e-Business systems found in today's dynamic, rapidly changing business environment, and how these fundamentals support improved e-business processes and decision making. The course focuses on using the evolved technology in E-Business concepts, Models such as (B2B), (B2C), (G2B), (C2C), E-Commerce, E-Business market place, and information security issues, E-procurement, E-government and E-learning.

### **BA 491 – Contemporary Topics in Management**

The course explores current and emerging issues/problems that affect business organizations. The Course format and content will vary from a semester to another permitting studying a wide range of topics and new business trends derived from the ever changing business environment. Among the addressed issues, problems related to people management, human resource, culture, economy, technology, work process design and management practices will be tackled conforming to the era of globalization and changing firm boundaries.

### **BA 499 – Applied Research in Business**

This course develops and promotes students' aptitude to work on real business problems related to their job or interests. Those students will have the opportunity to conduct research; gather relevant data, to integrate and apply knowledge and skills learned in preceding courses to a business problem. The research might be a study on a new market opportunity, a comparative study of best practice in the industry or a study of employee or customer perceptions.

### **MATH 101 - Mathematics for Business**

This course exposes the students to a wide variety of problem descriptions and methods of analysis. It focuses on the field of Business and is the ideal choice if you are interested in developing mathematical skills with a business emphasis. In Addition, The course combines the fundamentals of applicable mathematics with the study of business management applications.

## **STA 101 – Principles of Statistics**

This course deals with all aspects of the collection, processing, presentation, and interpretation of measurements or observations, that is, with all of aspects of the handling of data. Thus, data constitutes the raw material we deal with statistics, and its collection is of major concern in any statistical investigation. The topics covered are concepts, tools, techniques and methods of statistics, data managing techniques, descriptive tools, and inferential statistics.