

Bachelor in Business Administration

Course Descriptions

Programme Compulsory Courses

LAW 021 – Principles of Commercial Law

This course deals with the study of the principles of commercial law through a preliminary section about the appearance of commercial law and the development of its sources. The first section deals with the commercial business with its different types. In the second section, the subject of the trader and the trading shop was discussed. Finally, the commercial contracts were discussed in terms of general provisions and types through the third section. **(Prerequisite: None)**

BA 102 – Principles of Management II

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. **(Prerequisite: BA 101)**

MIS 211 – Management Information Systems

This course presents computer-based solutions to problems encountered in the business environment. It focuses on systems, information systems concepts and technologies. Students will learn the most effective ways to use information systems to achieve competitive advantages for the business. Topics include: information systems types, computer and IT applications, information systems key resources, integrating collaborating environments, supply chain management, databases and data warehouses. **(Prerequisite: ENG 102 + BA 101 + CS 104)**

ACC 221 - Cost Accounting

This course aims at equipping students with detailed knowledge and advanced skills in cost accounting. The main topics covered during this course are: introduction to cost accounting, cost terms and purposes, job order costing, process costing, and activity-based costing systems, activity-based management, allocation of support department cost, and joint products and byproducts. **(Pre-requisite: ACC 101)**

BA 231 – Human Resources Management

This course introductory course in the field of Human Resource Management (HRM) is designed to introduce students to detailed knowledge and understandings associated with the field. The course covers the main theories, principles and concepts associated with HMR. The course also exposes students to the major challenges and problems encountered in the HRM environment and introduces them to the tools, techniques and practices used by HRM professionals to deal with problems and issues encountered in the workplace, some of which may be undefined. **(Prerequisite: BA 102)**

BA 241 – Quantitative Methods in Management E

This course provides an introduction to the concept, theories and principles associated with and application of quantitative methods in Management. It develops the mathematical and statistical competence necessary to facilitate progression in areas such as Operation Management necessary for decision making. The course builds on concepts and analytical techniques taught in (STA 101) Principles of Statistics, developing more advanced quantitative methods, such as, Linear Programming and Sensitivity and Duality Theory, Transportation, Assignment Problems, and Network. Quantitative methods are used throughout business, government and non-profit sector of the economy. Effective participation in decision-making will enable students to, at a minimum, understand and interpret statistical reports. **(Prerequisite: STA 101 + ENG 102)**

BA 251 – Organizational Behavior

The course deals with a comprehensive 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. **(Prerequisite: BA 102)**

FIN 251 – Financial Management

This course will introduce students to the concepts and tools of financial management. The focus of the course is decision making in a financial context. It therefore examines the techniques that are used in businesses to make decisions that are consistent with the efforts to increase the wealth of the owners of the business in a corporate environment. The topics covered include but are not limited to financial analysis, the time value of money, capital budgeting, risk and return, valuation of future cash flows, valuation of stocks and bonds, and long term financing. **(Prerequisite: ACC 101)**

BA 252 – Organization Theory

The course provides students with the advanced knowledge 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 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. **(Prerequisite: BA 251)**

ACC 324 - Managerial Accounting

This course aims at equipping students with specific competencies in decision-making and control enabling them to evaluate, select and apply various management accounting techniques - displaying integrated knowledge. The main topics covered during this course are: advanced behavioral aspects of cost; cost-volume-profit analysis; advanced concepts in integrated planning and budgeting; performance management in decentralized organizations; relevant decision making in various scenarios; price setting for internal and external purposes. **(Pre-requisite: ACC 221)**

BA 332 – Business Communication E

The course introduces students to the basic concepts of written and oral business communications. This course focuses on the importance of the 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 to use electronic communication and technology appropriate to contemporary business functions. Additionally, it paves the way for students' own personal development as professionals in the business world. **(Prerequisite: BA 102 + ENG 102)**

BA 342 – Operations Management

The course provides students with the advanced knowledge and skills necessary to transform inputs (materials, labor, capital and management) into outputs (products or services) in a manner that explores a firm's value propositions and complies with its business strategy. Topics include: location, product selection and design, capacity planning, process selection, facilities location and design, Scheduling, Aggregate Production Planning, Material Requirements Planning (MRP), and Modern Manufacturing Systems and Future Plant. The course contributes to students' development as autonomous and responsible professionals in the business environment. **(Prerequisite: BA 102+BA241)**

BA 344 – Supply Chain Management

The course explores the process involved in the flows of materials and information amongst firms in the manufacturing/service provision process. The flow of materials and information begins with the sourcing of raw materials and ends with 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. **(Prerequisite: BA 342)**

BA 353 – Business Ethics

This course deals with the 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. The major responsibility of students in this course is to make objective ethical decisions and to justify them through oral and written communication. **(Prerequisite: BA 102)**

BA 355 – Organizational Change and Development

The course expose students to critical knowledge and understandings associated with organizational change and development in a dynamic and ever changing business environment. In this course, students will learn about change – its meanings – and will explore drivers for change, causes for changes related to business success or failure, and legal and regulatory issues related to change. The course provides insights to both historical and contemporary theories and methods of introducing change in organizations. 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. **(Prerequisite: BA 252)**

BA 361 -Entrepreneurship

The course is designed to provide students with practical insights into entrepreneurship and entrepreneurs. 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 and, more specifically, on questions such as whether this new business should be part of an existing family-business, what appropriate form of ownership the business might take, the sourcing of funds, the selection of a location and other operational requirements. **(Prerequisite: BA 211 + BA 231 + FIN 251)**

BA 362 – International Business

The course prepares students to conduct and manage business across borders by introducing them to the differences between domestic and international business. Both opportunities and risks are assessed in international markets. Topics covered 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. In addition, the course explores the legal, business, social and political forces in the business environment along with relevant governmental regulations, labor force consideration and issues related to competition in the international environment. **(Prerequisite: BA 211+BA 231+FIN 251)**

BA 392 - Field Training

The internship is a pre-arranged, credit-bearing work experience, which allows a student to achieve personal goals that are aligned with the goals of a supervising professional, or agency. Internships provide opportunities to explore career options, test career choices, and encourage the development of skills within a chosen field. An internship allows students to relate theory with practical job experience as well as develop new skills that will be transferable to future employers. **(Prerequisite: 90 Credit Hours + BA361)**

BA 415 – Sales Management

The course is practice-oriented and 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 students in practical sales management situations similar to real world experiences 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. **(Prerequisite: BA 102 + BA 211)**

BA 421 – Feasibility Studies

This course exposes students to the area of Feasibility Studies by asking and answering questions such as 'How can the feasibility of a new idea be explored?' and 'How can dominant market trends be identified?' Students are introduced to the core theories and concepts of Feasibility Studies and are required to develop advanced knowledge and understandings of this area of practice. The investigative methods associated with Feasibility Studies are explored and students are exposed to teaching which allows them to apply advanced knowledge to a range of issues and problems and to identify and practice specialist skills to complete advanced level tasks in the area. The course contributes to the development of generic problem solving skills as well as to communication, ICT and numeracy skills. **(Prerequisite: BA 361)**

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. Using break-even analysis students 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 students to choose the best competitive strategy. **(Prerequisite: BA 241)**

BA 454 – Leadership and Group Dynamics

The course studies leadership roles in the managerial hierarchy, leadership styles and leadership techniques in business organizations. During the course, theories and concepts are used to explore team and organizational problems in order to understand the complexity of the business environment in which groups operate. In addition, this course focuses on building team spirit, creating group interactions and dynamics, ethical and legal issues related to both leadership and group interventions. **(Prerequisite: BA 355)**

BA 463 – Innovation Management

The course introduces students to the core concepts and theories related to innovation. Throughout the course, students will learn how innovation is crucial for both individuals 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 an innovation culture within a business organization. The course itself draws upon real-world examples and experiences of leading organizations from around the world. **(Prerequisite: BA 361)**

BA 464 – Strategic Management E

This course is capstone, integrative course for graduating business administration students. This exciting, challenging course focuses on how firms formulate, implement, and evaluate strategies. Strategic management concepts and techniques are studied. Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make objective strategic decisions and to justify them through oral and written communication. **(Prerequisite: BA 102 + 114 Credit Hours)**

BA 499 – Applied Research in Business

This course is designed to develop and sustain students' readiness to work on real business problems related to their work or areas of interest. The course gives students the opportunity to conduct research and gather data to which theoretical knowledge can be applied in order to diagnose and solve the problems encountered in business organisations. The research could involve a study about new market opportunities, a comparative study of the best practices in the field, or a study of the perceptions of employees or clients of a certain business problem or service. **(Prerequisite: BA 392)**

Programme Elective Courses: (6 Credit hours/2 courses to be chosen from this group)

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, i.e., knowledge management (KM). Topics include knowledge management principles; new organizations and intellectual capital; integration of human resources, training and development, information systems, business units implementing knowledge management strategies; and new roles and responsibilities for knowledge workers. **(Prerequisite: BA 102)**

BA 246 – Managerial Economic

This course aims at equipping students with detailed knowledge and advanced skills in managerial economics. The main topics covered during this course are: introduction to managerial economics, key measures and relations, demand and pricing, cost and production, economics of organization, market equilibrium and the perfect competition, firm competition and market structure, and market regulation. **(Prerequisite: BA 101 + ECO 104)**

BA 313 – Public Relations

This course deals with the public relations profession by teaching students how to think like a public relations practitioner. The course guides students into recognizing the importance of research, the need to identify a targeted audience and the need to direct messages at specific audiences as well as the importance of planning and evaluation in building a public relations campaign. This course will enable students to deal with public relations problems and to contribute to the provision of multi-angled solutions. In doing this, it underpins the value of public relations in decision-making. In addition, the course focuses on the public relations activities and functions within organizations. **(Prerequisite: BA 102 + BA 211)**

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. Nowadays, successful marketers are those who are capable of recognizing their audiences and on the other hand they know how these audiences perceive their companies. Therefore, the course enables the students to choose amongst the different promotional mix elements, to create the appropriate message and select the most effective mediums to reach the targeted audiences. As students 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. **(Prerequisite: BA 102 + BA 211)**

BA 333 – Planning and Selecting Human Resource

This course provides students with the advanced knowledge and understanding of core principles, theories and concepts necessary to plan and select human resources. It also covers the issues, processes and practices involved in planning and selecting human resources. Students will gain the knowledge and tools to analyse and assess human resource requirements using both qualitative and quantitative approaches and techniques. Additionally, the course will examine social, cultural and organizational factors that might affect planning and selecting human resource in that challenging Business context. **(Prerequisite: BA 231)**

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 significant 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. **(Prerequisite: BA 342)**

BA BA465 – 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. **(Prerequisite: BA 362 + ENG 102)**

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. **(Prerequisite: BA 252)**