

Course Description

Programme Compulsory Courses

BA 602- Research Methods

This course is designed to introduce the student to scientific research methods and explain the different methods that can be used in scientific research. Its importance and steps for conducting it, based on the various scientific methods, their starting points and foundations. It examines the selection of the title, formulation of the research problem, its questions, objectives and plan, how to discuss previous studies, how to document, quote and reformulate the idea, highlight the researcher's personality and how to activate footnotes and footnotes. (Prerequisite: None)

BA 603 -Data Driven Decision Making

In this course, the student will learn the basics of data analytics and its uses to solve problems in the corporate and organizational environment. The student will also learn the importance of data analytics used in decision-making processes in organizations. In addition, a framework for data analysis and the tools used in data analytics will be presented, and the functions and roles in data analytics and data science will be addressed. The course will also address big data and big data analytics and explain their impact on the activities of organizations and institutions. The student will learn about different types of data, and name some of the different types of tools and techniques used to collect data. On the other hand, some of the main tools and techniques for data analysis will be described and the importance of visualization for the practice of data analytics. A variety of tools and languages will be identified, taking into account when they are best used. Finally, the individual project will give the student the opportunity to practice what he has learned by participating in a simulation and then choosing the best course of action, which will be evaluated by colleagues, with the opportunity for the student to provide feedback on his colleagues' evaluations. (Prerequisite: None)

BA631 – Human Resource Management

The course provides an in-depth study of human capital as a critical source of competitive advantage to business and organizational success. This course will address the development and implementation of human resource practices that align human resource activities with the strategic objectives of the organization. Furthermore, students will be acquainted with the critical role of human resource management which plays a key component of the competitiveness and sustainability of business organization. By focusing on both strategic and operational aspect of workforce management, students will be acquired a critical knowledge on the complexity of managing individuals, organizational staffing, employees training and development, employees' appraisal and compensation. (Prerequisite: None)

BA641 - Operations Management & Decisions

This Operations Management course encompasses an in-depth study of methods and practices used to systematically plan, design and execute the processes necessary to deliver services or produce goods. This course focuses on a range of procedures and ancillary systems required to manufacture materials or deliver services. The course covers the topics of operations management from manufacturing and service delivery perspectives. (Prerequisite: None)

BA611 – Advanced Marketing Management

This course provides an in-depth study of the marketing environment, key drivers and forces that are changing the marketing landscape. The course explores and analyzes how marketing activities impact on organizational operations in a competitive and complex environment. The course is concerned with the provision of marketing frameworks and in-depth analysis of a variety of concepts, theories, and models that are used to identify, analyze, and solve marketing problems. This course will emphasize strategic issues such as: How can a firm choose its own industrial activity? What is the marketing competitive advantages of the firm, and how to sustain them? How can the firm distribute its products and services/ how will the company allocate marketing resources? What are the marketing threats facing companies and what are the opportunities that firms enjoy? What are the strategic marketing alternatives. (Prerequisite: None)

ACF611 - Advanced Managerial Accounting

This course covers a number of specialized concepts and contemporary techniques in management accounting that assist management in making decisions relevant to planning, controlling and evaluating the performance of the firm's operations and activities in modern business environment, such as: the sales mix, theory of constraints, target costing and pricing products and services, evaluating capital budgeting projects, responsibility accounting and performance evaluation, product life cycle costing, customer profitability analysis, quality costing, balance scorecard, in addition to any emerging issues in management accounting field. (Prerequisite: None)

BA664 - Strategic Management

Strategic management course designed for MBA students, it aims to provide students with thinking skills, strategic analysis, industry, strategic decision-making and procedures to maintain and sustain the companies' competitive advantage. As well as covering the topics of strategic leadership, competitive analysis, effective strategy formulation and implementation in a multi-business company. (Prerequisite: None)

BA 697- Applied Project

The Applied Project in Business allows students to apply the knowledge and skills they have gained from their extracurricular experiences. Developed under the guidance of the program coordinator and project supervisor, the project covers a variety of business-related topics. Students can choose between writing academic research or

preparing a project report, and they can collaborate with business organizations. This hands-on approach enables students to showcase their expertise, contribute to the business world, and make a real-world impact. (Prerequisite: 24 Credit Hours)

BA698- Thesis

This course is a supervised research work based on approved topic in the business administration field. It provides opportunity for the students to conduct independent learning and research work based on structured methodology. The thesis focuses on senior level skills to be addressed in terms of progressive intellectual discourse including research problem identification, research methodology, literature review, data analysis, research conclusion and recommendations. The final production of the manuscript is subject to public defense and evaluated based on written and oral presentation. (Prerequisite: 21 Credit Hours)

Programme Elective Courses

BA645 - Total Quality Management

This course is designed for MBA students to provide an in-depth study of the philosophies and methodologies of Total Quality Management (TQM) used in organizations to add value to their products and thereby achieve competitive advantage. In addition, the course covers topics related to the historical development of TQM, the achievements of its most significant pioneers and scientists, and the organization of TQM. It focuses on satisfying customer needs, effective leadership by the standards of TQM, quality strategies, continuous improvement and the application of TQM, tools, awards, systems and Six Sigma. (Prerequisite: None)

BA621 – Corporate Finance

The main purpose of this course is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of contemporary financial theory. Topics covered include cash flow techniques; corporate capital budgeting and valuation; investment decisions under uncertainty; capital asset pricing for companies, along with the financial structure, cost of capital, profit distribution policy and related issues. As well as any emerging issues in corporate finance. (Prerequisite: None)

ECO601 - Managerial Economics

This course is designed to provide the student with critical knowledge of specialized theories and fundamental concepts related to managerial economics. The course covers the following topics: costs, demand, pricing, market structure in economic systems, strategic planning, market equilibrium under different competition conditions, and analysis of economic forecasts. (Prerequisite: None)

BA 654- Leadership and Organizational Behavior

This course introduces students to theoretical and practical perspectives on leadership and organizational behavior. The course aims to provide students with critical thinking on a variety of leadership styles and human behavioral patterns. This includes both micro-level (interactions between individuals and small groups) and macro-level (interorganizational) interactions. This course examines advanced topics, models, and contemporary research on leadership and organizational behavior such as: leaders, innovation, group and team dynamics, organizational culture, and organizational diversity. (Prerequisite: None)

BA653 - Business Ethics

This course is designed for MBA students to provide a comprehensive presentation of theories underlying the issues and problems related to business ethics. It gives insights to sources of ethics in business organization, ethical philosophies of business practices, ethical framework of decision-making in business, ethical workplace dilemmas, code of ethical conduct, business ethics and its relation to culture, organizational social responsibility, the impact of globalization on business ethics, and how to create an ethical organization. Additionally, the course addresses how can ethics be applied in day-to-day business, governance, business ethics, investors rights, privileges, ethics of consumer protection, environmental ethics and the role of various agencies to ensure that ethical frameworks are activated within organizations. (Prerequisite: None)

BA662 - International Business

This course provides in-depth knowledge of international business in today's competitive global environment. The course focuses on the international business arena and its complexity based on the interplay of firms, nations and international institutions. This involves exposure of students to macro-perspectives issues where cultural, legal, political, financial and economic environments affecting international business are covered. On the other hand, micro-perspectives issues are enabling the student to identify, analyze, and execute strategies of firms that operate in the international business environment. Students of this course will develop a sound understanding of the phenomenon of globalization in relation to international business. (Prerequisite: None)

BA663 - Innovation and Entrepreneurship

The course aims to provide an in-depth study of innovation and entrepreneurship through systematic understanding and critical knowledge of innovation and entrepreneurship as well as small and medium enterprises (SMEs) management. The course includes analysis and practical problem solving related to both the entrepreneurial and the innovation. The course focuses on management models, decision-making and innovative design of the new project. The course also tackles success in the development of new projects, technology and ideas as well as information and risks in entrepreneurship and small businesses. (Prerequisite: None)

BA691 - Special Topics in Management (E)

This course is designed to provide an in-depth analysis and critical thinking of 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: None)

MIS611 - Management Information Systems

This course is designed to provide postgraduate students with an in-depth, hands-on understanding of Management Information Systems and presents problems faced by the business environment and how solutions can be found through the use of computer-based systems. It also focuses on information systems concepts and technologies, information systems evolution, the most effective methods to use information systems, and how to utilize appropriate ICT applications. This course includes topics: information systems types, resources, computers and their applications, the competitive advantage of using ICT, integration and coordination between environments and database technologies. It also emphasizes on: Information Technology, software and hardware components, e-commerce and e-business, Enterprise Resource Planning (ERP), Decision Support Systems (DSS), Expert Systems (ES), Artificial Intelligence (AI) and Modern ICT Technologies. (Prerequisite: None)