

School			
Major		Master of Business Administration in General Business Administration	
Core Requirements			
Code	Title	Credits	Description
BACC525	Accounting for Managers	3	This course deals with financial statement understanding and analysis. Emphasis will be placed on interpreting the financial statement figures and the reports (i.e. balance sheet, income statement and statement of cash flows). At the conceptual level, this course will enable managers to identify the company performance and financial position. In addition, it aims at expressing the difference between IFRS and GAAP application of accounting rules. It focuses on real cases to discuss the application of the standards and strategies.
BECO575	Economics for Managers	3	This course is designed to introduce students, from different backgrounds, to the major topics in economics which are necessary for decision making. The course provides students with macroeconomics indicators useful for business cycle analysis and investment decisions. It introduces public policy and examines the effects on firms' cost and supply functions. The course presents in the later stages, major economic goals of the firm, introduces pricing in different markets, and delivers the optimal decision making methods.
BFIN525	Corporate Finance	3	Corporate finance consists of a review of the financial theory and application, including short and long term financial management, capital budgeting with uncertainty, capital structure of corporations, cost of capital, dividend policy, working capital, cash flow management and investment analysis. This course will begin with an introduction to financial management and focus on the actions that managers take to increase the value of the firm to the stockholders. In addition, the techniques and analysis applied to allocate financial resources is acquired.
BHRM575	Managing Human Resources	3	This course introduces the concepts of human resource management, with the relationship to the management process and the changing impact that is being made in response to trends within the workplace. The content illustrates how all managers can use HR concepts and techniques, the role of HR in strategic planning and improved organizational performance, and the competencies required of HR managers. Why is HR management (HRM) important to all managers__ Managers do not want to make personnel mistakes, such as hiring the wrong person, having their company taken to court because of discriminatory actions,__ committing unfair labor practices. HRM can improve profits and performance by hiring the right people and motivating their personnel to enhance individual and corporate standards. In addition, the course illustrates how human resources play a key role in assisting companies to meet the challenges of global competition. It explains how the strategic objectives to lower costs, improve productivity, and increase organizational effectiveness are changing the way every part of the organization, including the HR department, conducts business.
BMGT525	Strategic Management & Corporate Governance	3	This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition.

BMIS575	Information Systems for Managers	3	<p>This course provides the students with knowledge to effectively manage an enterprise's information and technology assets in the endeavor to meet the information requirements of the organization. While fundamental technologies are typically available to all corporations, excellence in the efficiency and effectiveness of information systems decision making, deployment, and utilization can result in significant economic benefits. Strategic management of information systems is a course which aims to prepare the business professional to think strategically, creatively, and critically regarding the use of information systems within business settings. The fundamental objective of the course is to provide students with the tools that are necessary for analyzing business situations, recommending information systems solutions to determine the problems, and prepare plans for implementation.</p>
BMKT525	Marketing Management	3	<p>This course discusses the service industry, and the marketing implications. It focuses on developing marketing strategies for services, specifically in view of demand management, quality, and customer service. Building internal and external relationships is a competitive strategy for service marketing that forms an integral part for this course of study. Topics include: understanding services; strategic issues in service marketing; tools for service marketers; balancing demand and capacity, managing relationships and loyalty; improving service quality and productivity; and marketing plans for services. Prerequisite(s) BMKT505.</p>
BRMM575	Business Research Methods	3	<p>The purpose of the course is to provide students with a firm foundation and understanding of business research methods and the process of research. Instruction will be provided which will enable students to perform effective literature reviews. Students will be taught of the various research methodologies, the importance of ethical research conduct, and considerations of sampling and fieldwork to assist them with designing an appropriate method for their research. Each student is encouraged to critically evaluate different strategies and methods by identifying both the strengths and weaknesses of qualitative and quantitative methods. Students will be trained to identify the processes and methods applied in reporting and presenting the concluding results, which are extracted from SPSS_E-Views. Overall, this course equips students with the skills and expertise to develop and implement a research project.</p>
BSTA575	Statistics for Decision Making	3	<p>The course provides an in-depth understanding to probability, decision theory, and statistical inference with emphasis on solutions to actual business problems. After developing a foundation in probability theory, this course will extend this foundation to a set of methodologies for the analysis of decision problems. The course examines structures for managerial decision making under conditions of partial information and uncertainty. The examination of the use of statistical techniques in managerial decision-making processes, including, confidence intervals, hypothesis testing, quality control, linear and multiple regression will be applied in realistic case situation. Moreover, this course intends to equip MBA students with the technical knowhow using the SPSS software.</p>