

BBA General Education Courses

CIS 101: Computer Fundamentals

Credit Hours: (2-2:3)

Prerequisite: None

This course offers students exposure to basic personal computer operation and commonly-used programs. Included is familiarization with and practical use of word processing, spreadsheet, database, presentation, and personal information management software.

ENG 101: English I

Credit Hours: (3-0:3)

Prerequisite: None

This course is designed to instruct college students in how to read academic texts with understanding and how to use them in a variety of disciplines. The rhetoric chapters teach critical reading, paraphrasing, summarizing, quoting, writing process, synthesizing, analyzing, researching, and developing arguments. The anthology balances journal articles with works by public intellectuals in the sciences, social sciences and humanities.

ENG 102: English II

Credit Hours: (3-0:3)

Prerequisite: ENG 101

This course prepares and familiarizes students with the principles of clear, concise writing in a technical environment for specific discourse communities. Technical writing conventions such as headings, illustrations, style, and tone in the writing of a variety of letters, emails and reports will be considered.

ENV 201: Environmental Science

Credit Hours: (3-0:3)

Prerequisite: None

This interdisciplinary approach to our world emphasizes the history of environmental concerns, species interaction (both with each other and their environment), air, water, soil and biological resources, population dynamics, toxicology, energy sources, land use management, and other related topics. Basic principles of science are incorporated throughout the course.

HUM 101: Critical Thinking

Credit Hours: (3-0:3)

Prerequisite: None

This course explores the process of thinking critically and helps students think more clearly, insightfully, and effectively. Relevant examples drawn from student experiences and contemporary situations help students develop the abilities to solve problems, analyze issues, and make informed decisions in their academic, career, and personal lives. The course includes substantive readings, structured writing assignments, and ongoing discussions designed to help students develop language skills while fostering sophisticated thinking abilities.

MTH 101: College Mathematics

Credit Hours: (3-0:3)

Prerequisite: None

This course provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, economics, plus life and social sciences. It includes a brief review of intermediate functions, graphs, algebra, equations and inequalities, exponential and logarithmic functions, linear and non-linear systems, graphing of conic sections, along with single variable calculus, which includes: limits, continuity, derivatives, and applications of derivatives as well as indefinite and definite integrals and some applications.

REL 201: Islamic Studies

Credit Hours: (3-0:3)

Prerequisite: None

This course introduces Islam as the universal civilization which contributes to the progress of human life, to counter and to reject all false accusations toward Islam and its components, to inculcate and enhance the high quality of virtue in the daily lives of Muslims, so that a comprehensive, balanced, and prosperous life can be achieved.

SOC 101: Introduction to Sociology

Credit Hours: (3-0:3)

Prerequisite: None

This course is an introduction to the study of people and their interaction with each other, the environment, and various social groups. Students develop awareness of the relationship between individual beliefs, attitudes, and behaviors, plus the greater society and culture. They will also learn how to apply sociological concepts to current issues that affect individuals, modern society, and the international community.

SSS 101: Study Skills

Credit Hours: (3-0:3)

Prerequisite: None

This course equips students with the study skills needed for success in their undergraduate studies. It is also useful for acquiring skills that can be used in their personal lives as well as in the workplace. Students learn several techniques they can use in the areas of communication, research practices, teamwork, computer literacy, creativity, critical thinking, presentation skills, and overall literacy.

UAE 201: UAE Studies

Credit Hours: (3-0:3)

Prerequisite: None

This course presents the foundations of United Arab Emirates society with special emphasis on the historical, social, economic, political, and cultural aspects.

BBA Core Courses

ACC 101: Accounting I

Credit Hours: (3-0:3)

Prerequisite: None

The significance of accounting and the challenges it presents. Extensive coverage and review of major concepts followed by practical exercises.

ACC 202: Managerial Accounting

Credit Hours: (3-0:3)

Prerequisite: ACC 101

The course will provide a study of the role of the management accountant in the preparation, analysis, and interpretation of accounting and financial data for business management purposes.

BUS 101: Introduction to Business

Credit Hours: (3-0:3)

Prerequisite: None

Provides first-year students with an understanding of business systems and guides them to the field of business, including business organization, operation, and management.

BUS 102: Business Statistics

Credit Hours: (3-0:3)

Prerequisite: MTH 101

Business Statistics is the science of collecting, organizing, and summarizing data to provide information, stated in numerical form, for the purpose of making objective business decisions. Topics include methods of sampling, classifying, analyzing, and presenting numerical data; frequency distribution, averages, dispersion, times series analysis, correlation, and forecasting for business purposes.

BUS 201: Business Communication

Credit Hours: (3-0:3)

Prerequisite: None

The primary forms of communication used in business organizations today. A variety of strategies along with some of the technologies which support effective business communication.

BUS 202: Business Ethics

Credit Hours: (3-0:3)

Prerequisite: None

Traditional ethical theories and how they apply to business. The course provides an understanding of how ethical issues in business arise, and some strategies to control or resolve them.

BUS 301: Business Research Methods

Credit Hours: (3-0:3)

Prerequisite: ECO 201

The course is designed to introduce the business research process where students learn to understand managerial problems and formulate research questions and hypotheses. Students gain insight into choosing the right research design, construction of research instruments, sampling, both qualitative and quantitative data collection, data analysis, and report presentation.

BUS 302: Business Law

Credit Hours: (3-0:3)

Prerequisite: ECO 201

This course introduces the ethics and legal framework of business. Emphasis is placed on contracts, negotiable instruments, and how court systems operate. Students learn ways to apply ethical issues and laws covered to selected business decision-making situations.

BUS 401: Business Policy and Strategy

Credit Hours: (3-0:3)

Prerequisite: None

The course offers the most recent theories and current practices in strategic management. The development and implementation of strategies in various areas of business activity such as finance, sourcing, production, human resource management, marketing, and international business.

ECO 201: Microeconomics

Credit Hours: (3-0:3)

Prerequisite: None

An introduction to the analysis of the principles and problems at the microeconomic level. This course elaborates on the theories of demand and supply along with the various types of elasticity. It discusses the costs of production and the profit maximization for an individual firm under varying degrees of competition, pricing, and the deployment of resources.

ECO 202: Macroeconomics

Credit Hours: (3-0:3)

Prerequisite: None

Students will gain an understanding of the analysis of principles and problems at the macroeconomic level. The course examines the public and private sectors, national income, unemployment, inflation, income distribution, and fiscal and monetary policies as they relate to the economy..

FIN 301: Financial Management

Credit Hours: (3-0:3)

Prerequisite: ECO 201

Introduces the tools and concepts employed in financial management for individuals. Topics include analysis of investment alternatives, tax minimization strategies, tax shelters, risk analysis, employee benefits, retirement and estate planning.

MGT 302: Management and Organizational Behavior

Credit Hours: (3-0:3)

Prerequisite: ECO 201

An overview of the major functions of management. Emphasis on planning, organizing, staffing, leading, and controlling. It provides balanced coverage of all the key elements comprising the discipline of Organizational Behavior in a style that students will find both informative and interesting

MGT 303: Management Information Systems

Credit Hours: (3-0:3)

Prerequisite: CIS 101; ECO 201

The course provides an overview of Management Information Systems (MIS) in business. It provides students with a framework for the uses information technology in business. Topics include MIS concepts, software, databases, information systems (IS), the strategic use of IS, the development of IS, and social and ethical issues associated with MIS.

MGT 304: International Management

Credit Hours: (3-0:3)

Prerequisite: ECO 201

The activities of globalizing companies, including resource development, overseas operations and management, international management styles, and global strategies. Emphasis on theoretical analysis, with particular focus given to in-depth case study analyses of international strategies.

MGT 402: Operations Management

Credit Hours: (3-0:3)

Prerequisite: BUS 102

This course Introduces students to the dynamic field of Operations Management. Converting inputs into outputs through established processes. The principles of management are key factors along with concepts of distribution, project management, quality assurance, and lean manufacturing. Includes several practical exercises to enhance skills.

MKT 302 Principles of Marketing

Credit Hours: (3-0:3)

Prerequisite: BUS 101

The relationship between the firm and its customers and the other members of the distribution channel. The marketing functions of an organization, environmental factors influencing marketing decisions, the discovery of market opportunities, development of marketing strategy and marketing programs.

BBA Specialization Courses (Marketing)

MKT 303: Consumer Behavior

Credit Hours: (3-0:3)

Prerequisite: MKT 302

Students in this course look at the consumer functions of decision-making, attitude formation and change, cognition, perception, and learning. The marketing concepts of product positioning, segmentation, brand loyalty, shopping preference and diffusion of innovations are considered in context with the environmental, ethical, multicultural and social influences on an increasingly diverse global consumer.

MKT 304: Supply Chain Management

Credit Hours: (3-0:3)

Prerequisite: MKT 302

The goal of this course is not only to cover high-level supply chain strategy and concepts, but also to give students a solid understanding of the analytical tools necessary to solve supply chain problems. It also develops an understanding of key areas and their interrelationships, namely the strategic role of the supply chain, key strategic drivers of supply chain performance, and methodologies used to analyze supply chains.

MKT 305: Integrated Marketing Communications

Credit Hours: (3-0:3)

Prerequisite: MKT 302

This course aims to equip students understand the important tools of the promotional mix such as advertising, direct marketing, sales promotion, publicity and public relations, personal selling, and interactive internet marketing. It also helps them see why organizations try to position their brand firmly in the minds of the target market to achieve desired results.

MKT 306: Retail Management

Credit Hours: (3-0:3)

Prerequisite: MKT 302

In this era of multi product super markets, learning principles of retailing and effectively utilizing them has become imperative. The spirit behind the course is to make the student understand this important element in the overall marketing mix of mass distributed products. Again this course will highlight the importance of administration and strategic planning in both large and small retail firms. It concentrates on the management of retail functions to include stock planning, inventory control, markup and pricing, retail accounting, merchandising, retail promotion, human resources management, store location, design and layout, legal and ethical issues, and the use of information systems.

MKT 307: Sales Management

Credit Hours: (3-0:3)

Prerequisite: MKT 302

This course examines the elements of an effective sales force as a key component of an organization's total marketing effort. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), and issues in recruiting, selecting, training, motivating, compensating and retaining the best salespeople.

MKT 308: Business-to-Business Marketing

Credit Hours: (3-0:3)

Prerequisite: MKT 302

An overview of business-to-business marketing with emphasis on marketplace dynamics. Students explore concepts and issues that are common in the present-day marketing environment. Topics include organizational buying behavior, legal and regulatory concerns, target markets, positioning, branding, supply chains, communication, and ethics.

MKT 309: Marketing Research

Credit Hours: (3-0:3)

Prerequisite: MKT 302

The primary objective of this course is to provide students with tools to undertake and critically evaluate marketing research projects. Students use a hands-on approach to explore both qualitative and quantitative marketing-research tools, and evaluate the results obtained.

MKT 310: Marketing Strategy

Credit Hours: (3-0:3)

Prerequisite: MKT 302

This course aims to teach students how to design a marketing strategy by understanding the nature and structure of the market, analyzing the internal and external environmental factors and by applying SWOT analysis. This course also focuses on the importance of marketing mixes, the product life cycle, and its role in formulating and designing an accurate marketing strategy.

MKT 401: Direct Marketing

Credit Hours: (3-0:3)

Prerequisite: MKT 302

This course introduces students to the scope of direct marketing including mail order, lead generation, circulation, loyalty programs, store traffic building, fund raising, pre-selling, post-selling and research. It also includes grounding in all major direct marketing media: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, inserts, and videos. The measurability and accountability of direct marketing and its relationship to the total marketing mix are also stressed.

MKT 402: Brand Marketing

Credit Hours: (3-0:3)

Prerequisite: MKT 302

Students learn how marketing professionals use brand names, identities, and recognition to result in sales. The course includes historical and regional examples of brand marketing.

MKT 403: Services Marketing

Credit Hours: (3-0:3)

Prerequisite: MKT 302

Unique challenges are associated with marketing services to develop management-level skills for marketing a service business including marketing research applications, marketing planning and customer satisfaction. Service industries contribute to the GDPs of many countries and provide career opportunities for people around the world. This course enables students to understand how marketing services is different from marketing goods. It helps them make decisions about positioning, distribution, pricing, and promoting different services with the help of the marketing mix in a growing competitive service industry. It covers service organizations like banking, transportation, airlines, hotels, insurance, and other government and non-government service organizations.

MKT 404: International Marketing

Credit Hours: (3-0:3)

Prerequisite: MKT 302

This course dwells on the applications of marketing theory in the field of international market context. The emergence of global markets requires students to understand factors influencing marketing strategies in global markets. This course aims at empowering students to understand and analyze international marketing contexts in a rational manner and help them make decisions to tap into international market opportunities

MKT 495: Internship

Credit Hours: (3-0:3)

Prerequisite: MKT 302; 90 Credit Hours of Coursework

This course offers students the chance to gain firsthand experience in an actual workplace environment. It also provides students with the opportunity to apply their academic knowledge to practical work situations. It introduces and exposes students to the differences between obligations and responsibilities in their personal lives and those found in the working world.

MKT 499: Marketing Management (Capstone)

Credit Hours: (3-0:3)

Prerequisite: MKT 302

This is a capstone course. Students will use a practical, systematic approach to developing a sound marketing plan as they consider the business mission, situation analysis, strategy formulation, the development and implementation of product, pricing, communication, and distribution policies. At the end of this course, students are expected to prepare a research project applying scientific research methodology.