

Courses Description

MBA Preparatory Course Description (Pre-MBA)

Note: All courses are 3-credit hours

Accounting I • ACC 101

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

Business Statistics • BUS 102

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.

Microeconomics • ECO 201

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.

Financial Management • FIN 301

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.

Principles of Marketing • MKT 302

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.

MBA Course Descriptions

Note: All courses are 3 credit hours. Prerequisites appear beneath the course title.

1- Program Core Courses

Advanced Management Information Systems • MIS 501

This course provides students with the latest developments and practices from the Management Information Systems (MIS) field. It includes expanded discussions of social networking, IT security, and mobile computing. Students explore several key elements of the information age ranging from online business practice to business intelligence. Topics relate directly to the specialized areas of finance, people, marketing, and quality, and include the practical use of software programs used to manage those areas.

Management Research Methods • MGT 550

This course provides students with the opportunity to identify and apply appropriate research methodologies including quantitative and qualitative methods approaches, in order to design, analyze, interpret, and report research results. The main goal of this course is to enable students to make informed decisions using advanced statistical analysis based on accurate, reliable, and timely information, just like managers in a corporate setting.

Advanced Marketing Management • MKT 570

This course provides an understanding of the application of marketing theories, concepts, and practices as they relate to the management of the marketing function in a complex organization. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment. A key element of the course will include the relationship of the "marketing mix" to strategic planning. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, will be examined. Students will gain a working knowledge of both marketing theory and the practical application of innovative marketing strategies. They will also come to understand how product, price, place, and promotion contribute to the marketing mix as they explore research-based insights into consumer behavior.

Managerial Finance • FIN 505

This course provides an introduction to managerial finance, financial statements and analysis, cash flow and financial planning. Students will also explore the time value of money, capital budgeting techniques, the cost of capital, capital structure, and working capital management.

Advanced Operations Management • MGT 505

(Prerequisite: BUS 102)

This course focuses on the processes, techniques and strategies used to transform various inputs into finished goods and services. Special emphasis is placed on process improvement. Topics include operations strategy, process design and analysis, process improvement, six sigma, project management, and supply chain management.

Organizational Behavior and Leadership • MGT 565

This course focuses on the study of human behavior in organizations. Students will learn various theoretical concepts and practical methods for understanding, analyzing, and predicting individual and group behavior, teamwork, motivation, interpersonal conflict and communication. In addition, students will learn various leadership theories and practices in organizations, and global leadership. Students will also conduct critical analyses of various models and issues related with leadership, analyze cases, and apply theories innovatively.

Business Strategy and Ethics • BUS 502

(Prerequisites: MGT 505, FIN 505, MKT 570)

This course focuses on analyzing and formulating business strategy taking workplace ethics into account. Students will learn how to critically analyze, interpret, and evaluate internal and external environments, locally and globally, for successful strategy formulation. Students will also explore corporate ethical principles and ethical issues in the workplace.

2- Marketing Courses

Consumer Behavior • MKT 600

(Prerequisite: MKT 570)

This course introduces the student to the influence that consumer behavior has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision making. Students will be able to 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.

Services Marketing • MKT 601

(Prerequisite: MKT 570)

The objective of this course is to familiarize students with the managerial issues, theories, and techniques involved in marketing services. The course enables students to understand how marketing services is different from marketing goods. It helps them make decisions about positioning, distributing, pricing, and promoting different services with the help of the marketing mix in the growing competitive service industry.

International Marketing Strategy • MKT 602

(Prerequisite: MKT 570)

This course examines the impact of economic, cultural, political, legal, and other environmental influences on international marketing. Within this context, it discusses how to identify and analyze world wide marketing opportunities, and examine product, price, promotion, and distribution strategies.

Strategic Marketing • MKT 603

(Prerequisite: MKT 570)

This course provides both the theoretical study and hands-on practices of marketing strategy. Students will learn the most advanced marketing strategies and various new opinions in the marketing field from practitioners and scholars. They will also learn how to apply these theories, analyze the internal and external environmental factors and apply 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.

Digital Marketing • MKT 604

(Prerequisite: MKT 570)

This course provides students with comprehensive knowledge on how companies use digital media to meet their marketing goals. The course focuses on digital marketing fundamentals, development of strategy for digital marketing, and implementation and practice of digital marketing, which will help students to integrate theory and practice.

Retail Management • MKT 605

(Prerequisite: MKT 570)

This course provides the students with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. The spirit behind the course is to make the student understand this important element in the overall marketing mix of mass distributed products. Moreover, 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.

Brand Management • MKT 606

(Prerequisite: MKT 570)

Brands are among the most valuable corporate assets. This course is about how brands are viewed, built, managed, and measured to ensure a firm's superiority and sustainability in profits. To explore such issues, this course provides relevant and up-to-date theories, concepts, techniques, and models in branding.