

BBA- E-Business -Course Description

ACT 112 Principles of Accounting 1

This course concentrates on accounting for merchandise operations, proprietorship, specialized books of original entry, and the voucher system including emphasis on the financial aspects of accounting. Also, accounting concepts and principles, accounting for cash and receivables, inventory systems, inventory costing methods, accounting of acquisitions, depreciation and disposal of plant assets will be covered in this course.

Prerequisite: None

ACT 212 Principles of Accounting 2

This course covers modern financial and managerial accounting theory and practices applied to an organization's liabilities, planning, budgeting, and control. Topics include: Organization, capita stock transactions, and dividends, income and corporate income taxes, liabilities, financial statement analysis, managerial accounting concepts and principles, cost behavior and cost-volume-profit analysis, budgeting and differential analysis.

Prerequisite: ACT 112

ECO 222 Principles of Macroeconomics

This course examines the basic principles of macroeconomics from a market economics perspective. Exploring how to measure national economic activity, looking specifically at GDP, unemployment and inflation, and their relationship to the business cycle, analyzing international economics and the theories of economic growth and development, comparing theories of the macro economy with the classical-Keynesian debate, as well as examining the monetary system, including the federal reserve system, money markets and fractional reserve banking. **Prerequisite: None**

ECO 221 Principles of Microeconomics

This course focuses on the tools necessary for analyzing and investigating various microeconomic problems, such as issues of scarcity and choice, the tools of price determination and elasticity, perfect competition, monopolistic competition and oligopoly, factor pricing, factor mobility, labor markets, and the importance and role of economic policy in our everyday lives. Topics include: Economic Decisions, Demand and Supply Analysis, Elasticity of Demand and Supply, Consumer Choice and Demand, Production and Cost in the Firm, Perfect Competition, Monopolistic Competition and Oligopoly, Resource Markets, Capital, Interest, and Corporate Finance, Economic Regulation and Antitrust Policy..

Prerequisite: None

FIN 201 Managerial Finance

This course provides a conceptual framework of financial management at the introductory level. Analysis, planning and control of internal and external finance decisions of a firm with emphasis on corporate structure. Topics include: financial statement analysis, markets and institutions, risk and rates of return, time value of money, bond and stock valuation, capital budgeting **Prerequisite: ACT-112**

HRM 210 Human Resource Management

This course is designed to introduce the fundamental issues associated with Human Resource Management (HRM). An examination of the major topics related to HRM and current issues are addressed to better understand the important role of human resources as a source of competitive advantage for organizations in today's ever-changing environment. **Prerequisite: MGT-202**

MGT 311 Business Research Methods

This course is designed to allow undergraduate students to explore the role of research in business decision-making. The aim is to introduce students to the terminology, concepts, processes and methodologies used in conducting research. Moreover, a major part of this course is dedicated to the development of a business research proposal, thus enhancing students' skills, knowledge and competencies in conducting research. **Prerequisite: QBA-341**

MGT 202 Principles of Management

Effective management is a universal requirement of all organizations, whether large or small. This course introduces students to the roles, responsibilities, and functions of management and serves as a foundational course for subsequent business courses. Topics include: the Four functions of management: leading, planning, organizing, and controlling; Managing in a global environment; Organizational structure and culture; Strategic Management; Social responsibility and managerial ethics; Managerial Decision Making, and Managing teams. **Prerequisite: None**

MGT 210 Business Report Writing

This course provides students with an intensive study and practice in writing for professional settings. The course focuses on the fundamentals of the technical and business workplace communication such as memoranda, proposals, reports, instructional manuals, business letters and the elements of documents design. **Prerequisite: LNG 172**

MGT 231 Legal Environment of Business

This course introduces the basic underlying concepts, principles and rules of law and equity that govern business activities. This course provides an overview of law in general; the UAE, the North American and British based legal systems, court procedures, Alternative Dispute Resolution, the different impacts of statutory and judicial law and administrative procedures. Students will also be introduced to contracts; company formation, employment law, products and premises liability, UAE bribery laws, cybercrimes, business ethics, Value Added Tax (VAT) and business related UAE Laws.. **Prerequisite: LNG-172; MGT-202**

MGT 320 Organizational Behaviour

Organizational success and performance is dependent upon employee commitment and well-being. Thus, the goal of this course is to enhance students' managerial and organizational skills by developing a sound understanding of the dynamics of individual and group behavior in organizations. It explores management styles, leadership styles, employee motivation and attitudes, team development, diversity, stress management, and employee relations. It also explores the impact of organizational structure and culture on employee performance.. **Prerequisite: HRM-210**

MGT 361 Operations Management

This course is an examination of how organizational processes add value as they transform inputs to outputs. Student will appreciate the common key factors and challenges typified in managing common global business organization operations. Through a project, student will be guided in applying the various operations management techniques in appreciating an existing business process, solicits productivity improvement and eventually evaluate the proposed suggestion. **Prerequisite: MGT-202, QBA-341**

MGT 405 Business Ethics and Social Responsibility

This course will examine the practical issues of managers in addressing ethical and moral problems in business. It will draw on a variety of materials and experiences as a basis for analyzing and evaluating the manager's and the firm's options and decisions. **Prerequisite: 90 CR.H.**

MGT 470 Strategic Management

This course approaches the understanding of the total enterprise from senior management's point of view, the operating environment, management's overall objectives and strategic plan and the implementation and execution of the chosen strategy. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. **Prerequisite: HRM-210, ECO-222, ECO-221, FIN-201, MKT-201, MGT-361 plus 90 credits**

MKT 201 Principles of Marketing

This course sets the foundations in the field of marketing to provide an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing are discussed, along with their implications in formulating marketing strategies, as well as examining the managerial focus on the external environments and decision elements of the marketing mix (Product, price, place and promotion) faced by marketers at the corporate and entrepreneurial levels of business. **Prerequisite: LNG-171**

QBA 241 Quantitative Business Analysis

This course consists of two parts. The first part covers the most popular graphical and numerical methods of descriptive statistics to summarize univariate data sets with a focus on their practical interpretation. The second part is an introduction to probability theory and commonly used discrete and continuous random variables which are generated by the Binomial distribution, Poisson Distribution, Uniform distribution, and Normal distribution and their applications. SPSS and Excel will be used in the weekly Lab sessions to illustrate the notions which will be covered in the lectures. **Prerequisite: None**

QBA 341 Quantitative Approaches to Decision-making

This course enables the students to know the scientific approach to decision making when solving business problems. It will focus on Quantitative methods: The first part covers the importance of sampling distribution of the mean, parameter estimation, and testing hypotheses. The second part covers simple and multiple linear regression models along with their applications, and forecasting methods. The third part of the course covers Linear Programming Method to determine the most efficient use of limited resources in maximizing/minimizing using the graphical method or algebraic method, and it also covers the most profitable distribution pattern for transporting products from factories to markets. SPSS and Excel will be used in Lab sessions for illustrating advanced statistical methods using real data sets. **Prerequisite: QBA-241**

SWS 351 Management Information Systems

This course introduces the study of organizations as systems supported by information processing. It focuses on describing information systems (IS) requirements and applying IT on business and management. Topics include: IS in the Enterprise, Electronic Business and Electronic Commerce, IT Infrastructure and Platforms, Managing Data Resources, Security and Control, Enterprise Applications and Business Process Integration, Management

Decision-Making for the Digital Firm, Redesigning the Organization with IS, Understanding the Business Value of Systems, Managing International IS. **Prerequisite: None**

INB 360 International Business

This course focuses on the environment of international business, the differences between domestic and international business, globalization issues, cultural and societal, economic and legal environment, import and export trade, entry modes, regional economic integration, emerging markets, financial institutions, marketing and management strategy. The institutional and competitive environment and managerial challenges of firms engaged in international business. It considers the activities of multinational enterprises and government policies toward them, drawing policy implications for the management of these enterprises. It also covers international trade theories, foreign direct investment, international financial institutions, differences in political economy and culture, barriers to trade, foreign exchange, business-government relations, and the strategic alternatives available to companies operating in the global economy. The conduct of international business transactions, including terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, support services, and trade facilitation. **Prerequisite: MGT 202**

ENT 241 Entrepreneurship I

Introduction to entrepreneurship theory and practice. Business plan development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution. **Pre-Requisite: ENT-142**

ENT 242 Entrepreneurship II

Business plan and pitch development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution. **Pre-Requisite: ENT-241**

FIN 325 Financial Markets and Institutions

This course examines the nature of money and the banking system in a global economic environment. It introduces students to monetary policy and considers how monetary policy influences interest rates and asset markets of GCC. International aspects of the monetary system are also considered such as foreign exchange markets and exchange rate targeting policies in GCC. The course also starts with an exposition of financial market and its instruments and proceeds to discuss shari'ah viewpoints concerning different financial market instruments such as equity shares, preferred shares, bonds and financial derivatives. **Pre -Requisite: ECO-222**

MGT 310 Tourism Management

The objective of this course is to presents an introduction to tourism management and its operations. Also, the course will deliver students with the operational skills required for career employment in the tourism business and in destination organizations. Topics includes: sustainable tourism management, destination stakeholders and cultures, globalization and travel patterns, leadership in tourism. **Prerequisite: MGT-202**

SPT 112 Introduction to Sport Management

This course is designed to provide students with the fundamentals and functions of sport administration in terms of administration responsibilities, organizational structure, finance, economics, human resources, marketing, decision making, assessing risk management and conflicts solving, ethics, skills and competencies necessary for sport administrators. **Prerequisite: None**

BUS 205 Social & Digital Media

This course introduces the students to the basic concepts of: establishing the first presence of the business project on the web. This includes designing the web & mobile sites, online marketing techniques and online analytics. The course is taught through the implementation of different stages as part of an online business project with special focus on integrating social media. **Prerequisite: None**

EBU 200 e-Business Fundamentals

This course defines the formulating business strategy in e-business, providing students with the theoretical and practical foundations necessary for understanding e-Business, the fundamentals of e-Business, its terminologies, concepts, and its infrastructure. Topics include: Concepts and Essentials differences between e-Business as compared to e-Commerce, IS/IT e-Business infrastructure and importantly e-commerce fundamental including its various business models. Introduction to e-business strategies with emphasis on integrated enterprise business operations including supply-chain management, e-procurement, e-marketing and customer relationship management. Legal issues and privacy relating to virtual communities it supporting network infrastructure, performance issues related to e-Business systems. **Prerequisite: None**

EBU 318 e-Business Web Technologies

This course provides an introduction to the current technologies used to design and develop web presence for businesses. It exposes basic strategies and techniques required to develop a well-designed portable website combining effective navigation with the balanced use of graphics, text and color. Topics include: Creating HTML documents, Exploring other mark-up languages, Planning the Site and Site Navigation, Using Tables, Using Frames, Creating Web Forms, Introduction to Web Database Processing, Introduction to Structured Query Language (SQL), Web servers, Client-side Scripts, basics of Server-side scripts technologies. **Prerequisite: EBU-200**

MKT-340 e-Marketing

This course provides a thorough understanding of the principles and practices of using the Internet to market goods and services. Topics include: Strategic planning & the marketing process & developing the e-business marketing, independent student project, product and service strategies branding and brand strategies, b2b business models and strategies, market segmentation, and targeting, pricing strategies, distribution and logistics, retailing and wholesaling, e-marketing communication, customer relationship management, global marketing environment and marketing research online consumer behavior. **Prerequisite: MKT-201**

EBU 406 e-Business Project Management

This course explores the principles, process, purpose and strategies of project management for an e-business. Topics include: Roles and related skill sets of the project manager, defining a project, planning a project, developing the work breakdown structure (WBS), scheduling, managing project changes, project budget, managing project risks, managing project deliverables, managing project quality, managing project expectations, leading a project, managing vendors, ending the project. Students will be exposed to MS project management to apply learned concepts. **Prerequisite: MGT-361, SWS-351**

EBU 307 System Analysis and Business Process Integrations 1

This course examines business needs for information and is analyzed through a systematic study of enterprise integrated e-Business processes with the aim of sharing effective information across organization functions. It prepares students to effectively use systems analysis techniques in appreciating eBusiness operations leading to their participation in IS/IT application enhancement or development. Topics include: Introduction to an ERP systems for appreciating integrated information sharing within organization. Various Systems Analysis techniques will be used to analyze and document current processes. These include Business Process Modeling of "As_Is" as against a "To_Be" business processes, Data_Flow & Entity_Relational Diagrams for the purposes of analyzing business information across various business entities leading to the appreciation and development of Relational DBMS. Student will apply concepts learned into an appropriate project case study where they will be guided in conducting actual systems analysis leading to developing a Database on the case study.. **Prerequisite:** SWS-351

BUS 400 Internship

An internship experience provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks. **Prerequisite: (90 Cr.H) and minimum CGPA 2.0**

EBU 450 e-Business Consulting Project

This course allows the student to synthesize the various skills learned by developing and/or implementing a "real world" e-business project such as developing an e-commerce website, from design, development, to implementation and final review. Each team should develop and monitor its own project plan, prepare a business case or business plan to support the proposal and implement a solution. The students should work with faculty advisors to determine an appropriate 'real-world' project that can be completed during the term. **Prerequisite: Final Semester**

EBU 350 e-Business Technology Solutions

This course extends the use of additional web technologies and tools to enhance web design and development skills. Several web technology tools are used to build, enhance and operate and manage successful websites for both digital and traditional business models. An opportunity to evaluate other technology tools and software solutions is also included as a project. Topics included: overview on prominent e-business models, types of content management systems (CMSS), n-tiered web architecture, website hosting and management, building and managing websites using joomla CMS, expanding functionalities using third party plugins, evaluation of other web technologies and tools, group project. **Prerequisite: EBU-318**

EBU 309 Business Process Management

This course expands upon the skills developed in EBU307 on Systems Analysis and on the fundamental of integrated business processes (BP). It emphasizes on the management of eBusiness processes to ensure consistent process deliverables as well as to appraise improvement opportunities. Student will learn to analyze entire process chain of events, corresponding activities and relating decisions that will yield added value for the whole enterprise stakeholders. Topics includes: Introduction to BP management, fundamental of BP modeling and discovery, BP qualitative & quantitative analysis, BP redesign, performance & conformance analysis. The course emphasizes on hands-on application of the learned concepts throughout each phase of the BP lifecycle. Enterprise Resource Planning software

will be used to appreciate the integrated eBusiness processes in terms of cross-functions collaboration and information sharing. **Prerequisite: EBU-307**

EBU 420 e-Business Strategies

This course allows the students to develop advanced skills and knowledge needed in developing winning e-business strategy. Through studying different case-study students will identify opportunities and challenges involved in applying technology to transform traditional business into e-Business and build the managerial foundation for emerging technologies. Topics include: e-Business Strategy, e-Business Planning, Overview of e-Business Models, Formulation of e-Business Strategy, e-Business Strategy for SMEs, Market Analysis, Organizational Transformation by e-Business, Transforming External Relationships with Customers, e-Business Impact on Supply Chain Management, Mobile Computing.

Prerequisites: EBU-307, EBU-350 and MGT-361

MGT 360 Customer Relationship Management

Organizations of all sizes endeavor to leverage customer Relationship Management (CRM) in order to optimize the identification, procurement, growth and retention of desired customers to gain sustained strategic competitive position and to enhance market or wallet share. This course examines CRM philosophies, the fundamental principles that established CRM as a marketing philosophy, its application in supply chain, e-business, marketing, sales, and customer service, and the imperatives of technology in CRM strategies. In addition, various approaches for managing a wide range of customer lifecycle, customer identification, differentiation, data mining and data warehouse, data integration and decision support systems, and how organizations integrate major business functions to meet and exceed customer value expectations will be discussed. In particular, both the conceptual knowledge and hands-on learning using leading CRM software will be emphasized.

Prerequisite: MKT-201

EBU 490 Special Topics in e-Business

The course equips the students on how E-Business uses various Information Systems/Information Technology (IS/IT) theories and potentially tools to address dynamic operational problems. Students will learn how to analyze and respond to change by appreciating the reasons why E-Business management acts as they do. The course also addresses latest emerging trends in E-Business while providing contemporary examples to make the theory come to business life. **Prerequisite: 102 Cr.H Completed**

EBU 250 Digital Entrepreneurship

This course is particularly suited for students wanting to become digital entrepreneurs who expect to join internet economy. The aim of the course is to provide introduction to the many dimensions of starting and growing in particular innovative internet-based business in this digital economy. Students will develop a clear understanding on how to evaluate market opportunities, design profitable business models, raise capital, develop a value proposition that customers need and build a winning team. Topics included: behavior and attributes of entrepreneurs in digital age, skills and tools to turn innovative ideas into profitable sustainable businesses, development of business plan, innovative business models, risks and rewards of entrepreneurial activities, Students are expected to prepare a business plan for an innovative business as their main objective by the end of the semester.

Prerequisite: EBU-200

SCM 310 Supply Chain Management

This course addresses the fundamentals of supply chain management. Topics include objectives and need for supply chain management, local and global sourcing, logistics management, supply chain operations, supplier relationship, customer relationship, purchase management, inventory management, location decisions, and competitive advantage. ***Prerequisite: QBA-341, MGT-361***