

## **BBA- Events and Tourism Management -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**

### **ETM 200 Tourism & Hospitality Management**

This course aims to introduce fundamental concepts about tourism and hospitality industry with emphasis several scopes of tourism and hospitality industry such as, tourism and hospitality management, accommodation and facility, food and beverage, and transportation. More over this course will provide additional topics such as: the purpose and impact of Travel Agencies & Tours Operators, Tourism Organizations & Associations, Tourism policy and tourism marketing, the impact of tourism and hospitality on society from -economic, social and environmental aspects. **Prerequisite: LNG-172, MGT-202**

### **MKT 208 Consumer Behaviour**

This course treats the consumer as a decision maker. It examines social, cultural, and psychological influences on purchasing decisions while emphasizing their implications for marketing strategies, as well as the factors in human behavior which influence the choice and the use of products and services offered in the for-profit and nonprofit organizations in our society. Topics include: Consumer Decision Making Process, Marketing Regulation and Consumer Behavior, Ethics, Cross-Cultural Variations in Consumer Behavior, Memory & Product Positioning, Motivation, Personality & Emotion, Commitment & Consistency, Consumer Decision Making Process. **Prerequisite: MKT-201**

### **ETM 300 Events Management**

The purpose of this course is to provide students with an introduction to the planning, project management, budgeting and evaluation of events. This course will deliver an inclusive outline of events management, covering all kinds of events, venues and operations. It will analyze important role of human resource management, marketing and sponsorship within events management. The course will also examine social, environmental, political and economic impacts of events, and the future of events industry. **Prerequisite: ETM-200**

### **ETM 310 Recreation and Tourism**

The aim of this course is to provide students with introductory information that delivers the background in the broad fields of recreation and tourism studies. This course will enable understanding of the role that recreation, tourism and leisure play in contemporary society and how they affect the quality of life for the individual and the group. The purpose of this course is to prepare students to develop leaders in recreation and tourism management practice and it's a growing career. Also the course will emphasize progress of recreation prospects associated with the intelligent practice and protection of natural resources. The importance of the course is placed on preserving the reliability of recreation and tourism resources, complementary public and private interests in land, and creating recreation opportunities as a component of planned land use. **Prerequisite: ETM-200**

### **ETM 320 Festivals Management**

The objective of the course is to introduce the conceptual, educational and qualified skills needed to achieve creative and traditional festivals in the tourism & event sector. Particular attention is given to the principals involved in designing, implementing, marketing and evaluating the different types of festivals. Also, the course delivers detailed frameworks to

comprehend the issues associated with festivals management and support students to improve their knowledge of the contemporary issues related to the festivals management, equipping them with theoretical and applied management skills. **Prerequisite: ETM-300, BUS-210**

#### **ETM 410 Events Marketing**

The aim of this course is to provide students with an understanding of the long-term subjects in event marketing. The course will analyze theoretical and practical concepts and marketing models for various kinds of events. Also the students in this course will gain theoretical and analytical skills in strategic planning and how it relates to event marketing & management. Students will study about the intentional improvement of events as well as its use for strategic destination marketing. **Prerequisite: MKT-201 and ETM-300 or MKT-310 or MKT-208**

#### **ETM 415 Tourism Destination**

This course aims to provide students with knowledge and skills needed for managing tourism destinations. The course will introduce key concepts and topics about tourism destinations and tourism destination management organizations (DMOs) such as: types and characteristics of tourism destinations, destination planning and policies, E-business and destination marketing, modern trends in tourism and their impact on the development of tourism destinations. **Prerequisite: ETM-200, BUS-210**

#### **ETM 420 Sustainable Tourism Development**

This course aims to present the ideas, values and principles related to sustainable tourism development, stressing on its inferences for planning and management functions. This course will address the perception, explanation and development of sustainable tourism development. Also, the course assumes the problem-based knowledge format, which endorses and improves students' analytical skills, problem solving skill and team working skills. **Prerequisite: ETM-410**

#### **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**

#### **ETM 315 Meetings Incentive Conferences and Events Management**

The purpose of this course is to provide students with a comprehensive knowledge of the Meetings, Incentives, Conventions and Events (MICE) industry. The aim of the course is to enable students to develop comprehensive MICE strategies and to implement successful MICE programs. Emphasis will be placed on opportunities and challenges in combining business travel with pleasure, and on international context of MICE industry. **Prerequisite: ETM-320**

### **ETM 330 Medical and Wellness Tourism**

This course will analyze health and wellness tourism theory and practice, and elaborate various concepts and models of health and wellness tourism development. Students will acquire theoretical knowledge related to public policy and challenges regarding health and wellness tourism development. The course will focus on managing the health tourism services and facilities, emphasizing the specific characteristics of "health and wellness" tourists and their behavior. Students will be provided with the understanding of the international health and wellness tourism market and its future growth. ***Prerequisite: ETM-200***

### **ETM 430 Resort and Hotel Facilities**

The purpose of this course is to introduce basic facility management principles, and to provide basic knowledge and skills related to the role of facilities in tourism and hospitality industry, explaining how building maintenance can affect safety and natural environment. This course will examine hotel and resort facilities management, analyzing the primary facilities systems - safety and security, solid and hazardous waste, and water, electrical, heating and cooling systems. Special emphasis will be on the food service equipment and laundry systems. ***Prerequisite: ETM-310***