



Al Ain University of Science and Technology
College of Business
Bachelor of Business Administration Program
Brief Course Descriptions

Course Title & Code	Brief Course Description
Introduction to Time Management 0501100	Time Management is a course which combines values, relaxation, time management and mental rehearsal to develop personal productivity and a balance in life. This course allows the individual to develop physically, emotionally and mentally which leads to better relationships, more effective work practices and clarity of purpose.
Leadership and Teamwork 0501150	This course investigates the issues of becoming an effective leader and developing the teamwork within the organizations. The course discusses the critical factors for success: the leader-member relationship, the nature of productive teamwork, conditions and abilities that improve the communication in groups, developing successful ways of managing conflict to resolve issues, and the nature of experiential learning.
Fundamentals of Innovation and Entrepreneurship 0501170	This course prepares students to learning innovation and entrepreneurship thinking that can be applied to any high-growth enterprise or other organization in the UAE. It fosters the mindset of the student by focusing on three modules: Design Thinking, Entrepreneurship, and Growth and Leadership.
Principles of Management 0501200	This course provides a comprehensive introduction to principles of management with special attention to planning, organizing, leading, and controlling functions. The course reviews and examines structures and objectives of modern business organizations and evaluates both classical and recent theories of management.
International Business Management 0501210	The purpose of this course is to examine the role and impact of multinational corporations on the global economy. The following topics will receive special attention: multinational enterprises, theories of international trade and foreign direct investment, different forms of foreign business involvement, international monetary system and foreign exchange markets.
Small Business Management 0501320	This course provides an overview of the key issues related to small business management and links these issues to United Arab Emirates. This course will provide you with an interesting introduction to launching and owning your own business. Becoming an entrepreneur is an exciting adventure that many people take. It establishes the roles, origin, purpose and scope of the small business process.
Organizational Behavior 0501330	This course examines major conceptual frameworks on peoples' behavior in the workplace. Some of the topics covered include: personality, perception, motivation, groups and teams, communication, leadership, conflict and negotiation, and organization sources of stress.
Leadership for Managers 0501350	A substantial portion of the variation in organizational success or indeed failure can be attributed to leadership. This course is designed to provide students with a comprehensive understanding of leadership as phenomenon and its impact on the whole organization. This course provides a balance of theory and practice as it explores the major theories and research on leadership and managerial effectiveness in formal organizations.

Managing Performance 0501360	<p>This course is designed to introduce students to performance management. Students will become familiar with theory in the area, and obtain some applied performance management skills. Topics including performance appraisal and feedback, individual assessment, sources of performance information, development and training, criterion theory and development, and job analysis will be covered.</p>
Organization and Job Design 0501430	<p>This course is designed to assist students in analyzing, interpreting, and evaluating the managerial decisions related to job design and organization design. It covers several topics including: organizational excellence and competitive advantage, the diagnostic process for organizational development, job analysis and design, excellence in organizational design and improving organizational process.</p>
Organizational Communication 0501431	<p>This course is designed to provide the students with knowledge in organizational communication theories and processes that form the study and practice of communication in organizations. Blending theory, analysis, and practice, this interesting course provides an extensive introduction to major organizational communication issues, theories, and skills, enabling students to immediately apply the concepts and improve their own communication skills.</p>
Strategic Management 0501440	<p>This senior course explores the issues of defining corporate mission, objectives, and goals. The course focuses on the analysis of the firm's external and internal environment to identify and create competitive advantage in a global context.</p>
Innovation Management and Creativity 0501470	<p>Business "innovation" and "creativity" are terms used frequently in today's business world to describe companies or projects that go beyond conventional thinking. This course aims to capture the challenge and excitement of innovative companies and provide students with an opportunity to understand the underpinnings of this innovation.</p>
Quality Management 0501480	<p>Quality is the term that has valuable meaning to both organization and customer. This course examines, with illustrations, the importance of quality in terms of competitive advantage. Topics such as how to establish a quality program, costs of quality, quality leadership through commitment, are covered in this course. This course familiarizes students with quality management and control techniques, quality assurance issues and quality management methods.</p>
Production and Operations Management 0501481	<p>This course is designed to cover principles of production and operations management (POM) as they relate to both manufacturing and services operations. This course gets across the basics of POM with some of the most up-to-date techniques such as Just-In-Time (JIT), Computer-Integrated Manufacturing (CIM) and Total Quality Management (TQM).</p>
Supply Chain Management 0501482	<p>Supply Chains are concerned with the well-organized integration of suppliers, manufacturers, warehouses, and stores to ensure a smooth flow of products that will be distributed in the right quantity and at the right time. This course explores the main issues related to the design and management of Supply Chains as well as exploring how logistical decisions affect the performance of the firm as well as the entire supply chain.</p>
Principles of Financial Accounting 0502200	<p>This course introduces accounting as business language for beginning accounting students. The course explains the importance of accounting at both individuals and businesses level. This course includes topics such as accounting equation, accounting cycle, financial statements, recording & reporting accounting information</p>
Principles of Managerial Accounting 0502230	<p>This course focuses on managerial accounting concepts relevant for decision-making, use of accounting information for planning, decision-making, and control of business operations in various management and business environments.</p>

Intermediate Accounting (1) 0502310	This course focuses on the standardized measurement and evaluation of the elements of financial statements. Also, this course is intended to provide students with deep understanding to the process of measuring and evaluating assets and liabilities within the context of recent generally accepted accounting principles (GAAP).
Intermediate Accounting (2) 0502320	This course is intended to be a continuation of Intermediate Accounting (I). It covers recognition and measurement of liabilities, stockholders' equity, and dilutive securities. This course also covers issues related to partnerships.
Cost Accounting 0502340	This course focuses on the design of actual and standard cost systems for reporting product costs in job costing, process costing, and activity costing production environments. It also covers overhead allocation methods, budgeting and profit planning procedures, and techniques for variance analysis.
Accounting Information Systems 0502350	This course covers information systems principles relating to accounting activities, including designing, implementing and evaluating Accounting Information Accounting (AIS). Instead of using a traditional accounting package, students will also undertake the analysis, design and implementation of an event-driven computer based system.
Government Accounting 0502360	This course focuses on problems of controlling funds and other assets, accounting classifications and relationships, performance measurement, reporting and auditing in non-for-profit organizations.
Financial Statement Analysis 0502420	This course focuses on the analysis and interpretation of financial statements, including profitability and ratio analysis, cash flow analysis, accounting-based equity valuation, market impact of accounting choices and earnings quality.
Operational Auditing 0502470	This course discusses professional and technical aspects of internal and operational auditing with emphasis on concepts and significance in operation/implementation of the audit and its findings. Effectiveness and efficiency of audits in industry and not-for-profits will also be addressed.
International Accounting 0502471	This course focuses on the description of differences in international financial reporting regimes in various developed and emerging economies and the current state of international accounting standards. It also covers practical experience in analyzing the
Accounting Theory 0502480	This course focuses on providing students with the theoretical foundations of accounting theory and policy making. It includes the FASBs conceptual model, the basic financial statements, leases, oil and gas accounting, and international accounting.
Advanced Accounting 0502481	This course focuses on highly advanced accounting topics such as business combination and, segment reporting, and foreign currency transactions. The course encompasses all business forms and various kinds of business units such as partnerships and corporations. Students make extensive use of consolidation techniques to deal with various business combinations.
Principles of Financial Management 0503300	This course introduces the students to basic tools and techniques used in management of corporate finance and investments. Major topics covered in the course include: securities markets, financial markets, financial statements analysis, working capital management, capital budgeting, cost of capital, and dividend policy.
Corporate Finance 0503310	This course focuses on the development of the theory, method and analytical techniques of financial management. It covers techniques of capital budgeting, valuation of projects and firms, theory of capital structure, dividend policy, cost of capital, mergers and acquisitions.

Investment Management 0503320	This course focuses on principles, issues and methods relating to the needs of small and institutional investors, investment risks associated with financial market conditions and business cycle fluctuations.
Portfolio Management 0503321	This course includes investment allocation, portfolio construction and management, and hedging instruments and techniques. The course is designed to assist students in implementing investments and portfolio management theory in practice. Students will make all material decisions regarding the management of the portfolio.
Banking Operations Management 0503330	This course focuses on management of depository financial intermediaries with primary emphasis on commercial banks. Topics include bank regulation, liquidity and reserve position management, loan pricing and analysis, investment portfolio problems and overall asset liability management.
Islamic Financial Institutions 0503340	The course will examine the reasons for Islamic finance, the distorting effects of interest-rate financing (rationale of riba prohibition), the Islamic banking model and alternative modes of financing, current issues in the theory and practice of Islamic banking, financial markets and the structuring of Islamic investment funds.
International Financial Management 0503350	This course focuses on applications of financial theory to the operations of multinational firms, survey of the international financial environment, determinants of international portfolio and direct investment capital flows, management of foreign exchange position and hedging strategies and evaluation of foreign investment.
Risk Management and Insurance 0503360	This course focuses on business risks management, liability loss exposures, risk control tools, risk financing tools, and legal aspects of insurance. The course also covers interpretation of policies, car insurance, retirement plans and annuities, life insurance and computation of insurance premiums
Financial Analysis 0503400	This course is designed to prepare the students to analyze, interpret and evaluate the financial decisions effectively through the case study methodology. The course covers several topics including: analysis of financial statements analysis, models of predicting financial failure, financial analysis from the creditors' perspective, technical analysis and fundamental analysis.
Financial Markets and Institutions 0503470	This course focuses on the analysis of the financial system, its responsiveness to and impact on economic activity and policy, its procedures for assessing and pricing risks on various financial instruments, and its role in the allocation of funds to different sectors in the economy.
Financial Feasibility Study 0503480	This course provides the students with the knowledge and skills needed to conduct the feasibility study to make the decision of accepting or rejecting the project. The course uses the case study methodology and concentrates on the financial study including: estimating the relevant cash flows, estimating the cost of capital, calculating the risk adjusted NPV.
Principles of Marketing Management 0504200	This is an introductory course in marketing. It covers a broad range of fundamental concepts/ ideas such as the marketing planning process, relationship marketing, marketing strategy, marketing mix, market segmentation and targeting, and market analysis.

<p>Retail Marketing 0504310</p>	<p>This course provides students with an overview of the field of retailing and aims to familiarize students with the basic concepts and issues considered relevant in today's world of retailing and retail marketing. These include, but are not limited to, the nature and structure of the retail industry, the determinants of successful retail marketing strategies and the fundamental principles of sound retail management.</p>
<p>E-Marketing 0504320</p>	<p>The Internet revolution affected individuals' lives in many ways and it also has a huge impact on marketing. This course focuses on the marketing management framework and addresses the unique features of digital marketing. The course provides students with a comprehensive understanding of the principles and practices associated with using the internet to market goods and services.</p>
<p>Consumer Behavior 0504330</p>	<p>The course is structured to enable students to gain knowledge of the theoretical background of consumer behavior. This course examines important concepts, principles, and theories from various social sciences in order to describe and explain consumer behavior in a detailed way. The purpose of the course is to study the process of consumer choice, its determinants and its implications for marketing programs and public policy.</p>
<p>Advertising and Promotions Management 0504340</p>	<p>This course examines a number of theories and models from advertising, sales promotion, public relations, and personal selling for domestic and international markets. The course also discusses the planning, implementation, and evaluation of advertising and promotional programs. Students are introduced to the full range of concepts associated with Integrated Marketing Communications.</p>
<p>International Marketing 0504380</p>	<p>This course introduces the field of international marketing. It addresses the different and challenging environments of international marketing and the need to investigate its various political, economic, social, cultural and legal issues from conceptual, methodological and applications perspectives. It then considers how these environmental factors can be integrated into, international marketing programs and strategies.</p>
<p>Marketing Research 0504450</p>	<p>Marketing research is considered as an imperative pervasive function. In today's fiercely competitive environment, organizations are racing to satisfy their customers. This course deals with the use of marketing research as an aid to making marketing decisions. Specifically, this course addresses how the information used to make marketing decisions is gathered and analyzed.</p>
<p>Service Marketing 0504460</p>	<p>Services dominate the global economy and are becoming critical competitive advantage for companies across the globe and in all industry sectors, particularly in the Gulf region. This course, introduces the foundations of services marketing; in addition, creation, promise, and deliver of a successful, interactive customer experience. The course covers both theory and application.</p>
<p>Strategic Marketing Management 0504470</p>	<p>This is an advanced course in and involves developing a vision about the markets of interest to the organization, selecting market target strategies, setting objectives and developing, implementing, and managing marketing programs. This course aims to develop a strategic marketing focus and link it to the strategy process within an organization. It concentrates on external issues but also links these to internal capabilities.</p>

<p>Human Resource Development 0505300</p>	<p>The development of an organization's human resources is a critical component in gaining competitive advantage in today's global markets. It is believed that training and development of the individual employee would enhance the work process and organizational performance to achieve organizational effectiveness. This course gives a broad-based approach to the three primary areas of human resource development: training and development, career development and organization development.</p>
<p>Organizational Change 0505310</p>	<p>In today's competitive business environment, organizations need to be able to adapt successfully to change that is produced by such environment. This course is concentrating on organization renewal, changing the culture, role and style of the OD practitioner, the diagnostic process, OD intervention strategies, process intervention skills, employee empowerment and interpersonal interventions, and team development interventions.</p>
<p>Compensation and Benefits Management 0505420</p>	<p>Competitive compensation increases employees motivation and commitment to the organization. The current course brings attention to the vital importance of employees' compensation and benefit in sustaining an organization success on the long run. The course teaches analytical methods associated with critical elements of compensation such as, salaries, incentive pay, and benefits management. Emphasis is placed on the concept of total compensation across these decision-making areas, in relation to both HR and general competitive strategy.</p>
<p>Human Resource Planning, Recruitment & Staffing 0505430</p>	<p>This course is designed to enable students to understand the fundamental concepts of human resource planning, and staffing activities in organizations .It develops students' abilities to analyze and integrate the complex social, cultural and organizational factors influencing human resource planning and staffing in the this context. Topics include strategic staffing, human resource planning, recruitment, assessment, selection decision-making strategies, and succession planning and retention strategies.</p>
<p>Strategic Human Resource Management 0505440</p>	<p>This is one of the most important courses in human resource management. It brings attention to how strategically important it is to deal with organization's employees as the most valued assets who individually and collectively contribute to the achievement of its objectives. This course aims to help students become effective people managers and team leaders, so as to maximize the performance and potential of their people, and to build and lead a strong organization with a high performance culture.</p>
<p>Principles of Management Information Systems 0506200</p>	<p>This course covers the fundamentals of Information Systems Management, IS strategy, techniques & trends and implementation, IS security and protection, end-user interaction and services, the use of internet and intranet, legal and ethical Issues.</p>
<p>Introduction to Programming Languages 0506210</p>	<p>This course aims at providing students with high-level user interface building blocks that allow students to rapidly create programs with professional-looking graphical interface elements, and that illustrate how familiar event-driven, real-world applications may be. More attention will be given to C++ programming.</p>
<p>Database Management Principles and Applications 0506320</p>	<p>This course covers fundamental topics of database management systems. Students will gain practical experience in planning, evaluating, and using database management system technology. This course will help to develop competence in database design at both logical and physical levels.</p>

<p>Business System Analysis and Applications 0506330</p>	<p>The course aims at providing a foundation in traditional structured analysis and design techniques, together with an introduction to object-oriented and UML based analysis and design techniques that are increasingly in use today. The basic topics that will be discussed are: requirements determination, use-case analysis, process modeling, data modeling, and various aspects of system design including design strategies, architecture design, user interface design, data storage design, and program design. Concepts in UML and object-orientation will also be examined in relation to these basic topics.</p>
<p>Decision Support Systems 0506370</p>	<p>This subject provides students with an understanding of the role of information technology in decision making in organizations, and tools/techniques available to support this process. It covers the major components of a Decision Support Systems and their applications in the organization's environment.</p>
<p>Knowledge Management 0506400</p>	<p>This course focuses on the aspects and issues of knowledge management (KM) and information systems used for knowledge management. Topics include knowledge management principles; new organizations and intellectual capital; integration of human resources, training and development, information systems, and business units to implement knowledge management strategies; and new roles and responsibilities for knowledge workers.</p>
<p>Web Engineering 0506440</p>	<p>Web Engineering is the course that teaches students how to create and manage Web sites with tools such as Macromedia Dream weaver, Flash, FrontPage, Dynamic HTML, and various multimedia and CSS standards. Students will also implement the latest strategies to develop third-generation Web sites, evaluate design tools, and discuss future technology standards.</p>
<p>Project Management 0506450</p>	<p>This course provides the tools necessary to organize and select process choices, create realistic plans, and build and manage an accomplished team through every phase of the development cycle.</p>
<p>Business Data Communications 0506460</p>	<p>This course covers the major concepts of data communications and networks and their impact on the business enterprise, issues pertaining to design, development, implementation and hands-on experience with a network.</p>
<p>E – Business 0506470</p>	<p>The main focus of this course is to help students to explore the many opportunities and challenges organizations must address in order to effectively and securely market their products and services via the Internet. Web page design and construction are studied and implemented using HTML.</p>
<p>Data Warehousing & Data Mining 0506480</p>	<p>The data warehousing & data mining course aims to provide education & training for students in the data mining & data warehousing areas and their application in real problems.</p>
<p>Business Ethics 0507210</p>	<p>This course focuses on an analysis of ethical issues in contemporary business life. Topics include fair and unfair competition, responsibility toward employees, society and the environment, honesty, integrity and moral status in organization.</p>
<p>Business Law 0507400</p>	<p>This course introduces the students to the legal system as it relates to the business world. The course reviews the common law and its development, organizational structures, and the regulatory environment pertinent to business. Special attention is given to the law of contracts, sales, commercial papers, wills, estates, trusts, and other legal entities.</p>

<p>Math for Business 0508200</p>	<p>The course covers properties and operations of real numbers, inequalities, positive integer exponents, solving linear equations and inequalities graphically and their applications, the coordinate plane, introduction to functions, and solving system of linear equations and inequalities in two variables.</p>
<p>Statistics for Business Decision-Making 0508201</p>	<p>This course offers an introduction to the use of statistics in business science. The course provides students with the knowledge to gather, process and present statistical data, compute measures of central tendency, standard deviation, solving business problems in sampling, hypothesis testing, regression and correlation, and trend analysis.</p>
<p>Business Research Methodology 0508202</p>	<p>This advanced research course examines all phases of the research process starting with identification of a topic, formulation of hypotheses, selection of methodology, development of research proposal, review of literature, collection of data, analysis and preparation of a final research document.</p>
<p>Scientific Research Methodology 0508203</p>	<p>The course provides a comprehensive introduction to research proposal writing. It examines all phases of the research process starting with identification of a topic, formulation of hypotheses, selection of methodology, review of literature, collection of data, analysis and preparation of a final research document.</p>
<p>Quantitative Business Analysis 0508300</p>	<p>This course provides a comprehensive survey of the primary quantitative business techniques used in business decision making. These topics include an overview of decision methods based on linear relationships, linear programming maximization and minimization applications, transportation and assignment problems, network analysis and program evaluation and review techniques.</p>
<p>Principles of Macroeconomics 0509200</p>	<p>This course offers an introduction to economics with focus on macroeconomics issues. Topics such as the theory of income determination, monetary and fiscal policies are given extensive treatment in this course.</p>
<p>Principles of Microeconomics 0509210</p>	<p>This course focuses on an introduction to the theory of price determination, how an economy decides what to produce, how to produce, and how to distribute goods and services.</p>