



College of Business

Brief Course Descriptions

Bachelor of Business Administration – Management Concentration

Course Name & Code	Brief Course Description
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	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>	<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>
<p>Organizational Communication 0501431</p>	<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>
<p>Strategic Management 0501440</p>	<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>
<p>Innovation Management and Creativity 0501470</p>	<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>
<p>Quality Management 0501480</p>	<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>
<p>Production and Operations Management 0501481</p>	<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>
<p>Supply Chain Management 0501482</p>	<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>
<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>