



جامعة العين
AL AIN UNIVERSITY

College of Business

BBA in Management

COURSE DESCRIPTIONS

Course ID	Course Name	Brief Course Description
0501100	Introduction to Time Management	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.
0501150	Leadership and Teamwork	This course investigates the issues of becoming an effective leader and developing the teamwork within organizations critical for their success: the leader-member relationship, the nature of productive teamwork, conditions and abilities that improve accurate and effective communication in groups, developing successful ways of managing conflict to resolve issues, and the nature of practical learning.
0501170	Fundamentals of Innovation and Entrepreneurship	This is a rigorous innovation and entrepreneurship course that is appropriate for undergraduate students. The focus of the course is to learn about the creative mindset that enables innovation and entrepreneurship and explores where innovative and entrepreneurial ideas come from. The course also explores how to distinguish between an idea and an attractive opportunity to start and grow a high-impact enterprise and discusses methods and tools that can be used when opportunities are identified. The course concludes with a project that allows students to apply the lessons learned in class and write a business plan.
0501200	Principles of Management	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, their administration, policies, functions, problems, and interpersonal relationships to provide students with an understanding of the nature of managerial work and the role of managers. The course evaluates both classical and recent theories of management to give students a historical perspective on the evolution of management theory.
0501210	International Business Management	This course introduces the basic concepts and major forms of international business activities. It allows students to get familiar with issues related to international trade, internationalization of business and operations management of firms in global world. By the end of the course the student should be more critically aware about the factors that affect the economic and social welfare of countries within globalized business environment.
0501250	Business Leadership	This is an overview course on worldwide best business Chief Executive Officers' leadership ideas, practices and contributions to their business organizations. The course examines many key business initiatives, procedures, and practices and aims to educate and prepare future business leaders.
0501306	Quantitative Business Analysis	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, program evaluation and review techniques, and queuing models.
0501320	Small Business Management	This course provides an overview of the key issues relating to small business management and links these issues to United Arab Emirates. It will provide a fascinating opportunity for students to start up and own their own company. The course establishes the roles, origin, purpose and scope of the small business process.
0501330	Organizational Behavior	This course is among the most important ones in the field of contemporary management. It examines major conceptual frameworks on peoples' behavior in the workplace. Some of the topics covered include: perceptions, values and personality, motivation, job satisfaction, personal abilities and skills. Moreover, group formation and team characteristics are also covered in this course. Issues relating to Leadership, conflict, work stress, organizational culture, diversity, structure, and change management receive extensive review in this course.
0501350	Leadership for Managers	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.
0501360	Managing Performance	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.
0501361	Change Management	The main objective of this course is to provide a thorough understanding of the theories, approaches and practice of change management in organizations. This course is geared towards expanding students' understanding of the challenges, the techniques, and the problems associated with introducing and implementing major change in an organization by using real-life examples. Keeping with the emphasis on change process, the course focuses on exploration and classroom discussion of cases illustrating different change efforts in a variety of organizations across a diverse range of business contexts. The exploration of these cases and the understanding of the complex and intricate process of initiating and implementing change is the central focus of the course. This course stresses the development of clear and specific managerial implications, both in class and in all assignments.
0501362	Healthcare Management	The health care manager's job is constantly evolving to adapt to a hyper-turbulent environment. As a person in charge of a health care facility, a health care administrator's duties can be varied and complex. This course provides future and current health care managers with the foundational knowledge, skills, and competence needed to succeed in their profession. The course will delve into the core competencies required of today's health care managers: leadership, critical thinking, strategic planning, finance and accounting, managing human resources, and ethical and legal concerns.
0501430	Organization and Job Design	This course is designed to assist students in analyzing, interpreting, and evaluating the managerial decisions related to job design and organization design. Moreover, this course emphasizes the importance of job design and organization design for achieving performance excellence. It covers several topics including: organizational excellence and competitive advantage, the

		diagnostic process for organizational development, job analysis and design, technology to improve organizational process, and quality concepts for developing high-performing organizations.
0501431	Organizational Communication	Effective Organizational communication is imperative to the success of any organization. This course is designed to provide the students with knowledge in the theories of organizational Communication 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.
0501432	Negotiation	Negotiation is a complex social process which is not confined only to business entities or governmental organizations but extended to every person who often negotiate, sometimes for major things and other times for relatively minor issues. This course will prepare the students for recognizing negotiation situations, understand how to plan, implement and complete successful negotiations. It also elaborates on the intrapersonal and interpersonal differences to enrich the insights into the complexity of the dynamics of negotiation, to invent solutions for resolving conflicts. The students will be able to adopt best negotiation practices for negotiating nationally as well as internationally.
0501433	Corporate Social Responsibility	This course brings the concept of corporate social responsibility to students in identifying and examining the scope for expanding the corporate coverage from serving its main (traditional) stakeholders (shareholders & bondholders) to others in the society, who are diverse groups of stakeholders. Administering any corporate social responsibility programs and initiatives demand a proper blend of the corporate world with their business goals to those of the societies and their expectations. This is a complex question and issue, requiring answering the basic question: Should the corporate world or business community have otherwise obligations to the welfare of society from the viewpoints of its traditional role and functions? Whether the interests of corporations and outside stakeholders are congruent, or, are they involved in with some kind of inherent conflict? This course addresses these questions and related other concerns, find their efficacy, however, prescribing no simple solutions.
0501440	Strategic Management	This senior course explores the issues of defining corporate mission, objectives, goals and strategic decision making. The course focuses on the analysis of the firm's external and internal environment to identify and create competitive advantage in a global context. Again, it emphasizes the cultural, ethical, political, and social issues faced by business corporations as well as the need for leadership for successful management of strategic change. Case study analysis will be extensively used in this course.
0501470	Innovation Management and Creativity	Business "innovation" and "creativity" are terms used frequently in today's business world to describe companies or projects that go beyond conventional thinking. Indeed, many companies now have a Research and Development Department full of innovative people. Even in the field of strategic management "innovation" is considered as one of the main four building blocks of competitive advantage and probably the most profitable one. 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.
0501480	Quality Management	Quality is the term that has valuable meaning to both organization and customer. This course examines the primary tools and methods used to monitor and control quality in organizations as well as the different ways to improve quality. Topics such as basic tools to establish a quality improvement, costs of quality, quality leadership through commitment are covered in this

		course. This course familiarizes students with management strategies to implement world-class quality improvement strategies, quality assurance issues and quality management methods.
0501481	Production and Operations Management	This course provides students with a wide conceptual framework for evaluating operations management practices and understanding the major decisions made in operations and the connections of operations decisions to other functions. Concepts, techniques, and management tools related to the four major decision responsibilities of operations management, namely process, capacity, quality, and inventory, are all covered and discussed.
0501482	Supply Chain Management	Logistics and supply chain management is one of the oldest activities in management. This area of management, however, has been neglected for a long time and only recently, the true importance of this area has been appreciated and emphasized. 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.
0501490	Internship (Management)	An Internship is a planned academic-work experience in workplaces directly related to the student's area of college study. It is an excellent opportunity for students to attach their field of study to a practical experience of their career interest in short term. Internships help students integrate what is taught in the college with what is required in the workplace. Students take internships to develop knowledge and skills valued by employers. This course is designed to provide a good opportunity for students to acquaint themselves with various business and management systems that are being utilized in the fields of application, and the opportunity to have practice before graduation.
0501491	Contemporary Management Practice	This course will help develop the knowledge and competence you need to be an effective manager through using the most current and up-to-date changes taking place in the world of business management. The course is about the connections between theory and concepts to actual practice by showing how managers and organizations effectively apply the best applications of modern management. As a comprehensive course, it will include all levels of management, emphasis on tools and skills for understanding contemporary business activity in such areas as decision-making, planning, organizing, leading communicating, staffing, as well as managing critical organizational processes.