



College of Business

BBA in Management

COURSE DESCRIPTIONS

Course ID	Course Name	Brief Course Description
0501100	Introduction to Time Management	This course introduces the various concepts of Time Management that combine values, relaxation, time management, and mental rehearsal to develop personal productivity and balance in life. This Course allows the individual to develop physically, emotionally, and mentally, leading 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 the organization that is critical for their success. Further, the course displays the leader-member relationship, productive teamwork, conditions and abilities that improve accuracy and effective communication in groups, developing successful ways of managing conflict to resolve issues, and practical learning.
0501170	Fundamentals of Innovation and Entrepreneurship	This course involves a rigorous innovation and entrepreneurship treatment appropriate for undergraduate students to understand contemporary business challenges. It focuses on learning about the creative mindset of students enabling innovation and entrepreneurial ventures, and explores further where the innovative and entrepreneurial ideas come from. The course also explores how to distinguish between an idea and an attractive opportunity to start with and then incubate and let it grow into a high-impact enterprise and finally, the course discusses the methods and tools that can be used when and where the opportunities are identified. The course concludes with a project that allows students to apply the lessons learned in class by writing a business plan
0501200	Principles of Management	This course provides a comprehensive introduction to management principles with special attention to planning, organizing, leading, and controlling functions. The course reviews and examines the structures and objectives of modern-day 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 finally evaluates classical and recent management theories 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. In addition, it allows students to familiarize themselves with issues related to international trade, internationalization of business, and operations management of firms in a global world. By the end of the course, the student should be more critically aware of the factors that affect the economic and social welfare of countries within the globalized business environment.
0501250	Business Leadership	This is an overview course on the worldwide best business Chief Executive Officers' (CEO) leadership ideas, practices,

		and contributions to their business organizations. The course examines many key business initiatives, procedures, and practices; it aims to educate and prepare future business leaders.
0501306	Quantitative Business Analysis	This course comprehensively surveys the primary quantitative business techniques used in business decision-making. It includes many topics, such as an overview of decision methods based on linear relationships, linear programming maximization and minimization applications, transportation and assignment problems, network analysis, program evaluation, review techniques, and queuing models.
0501320	Small Business Management	This course provides an overview of the critical issues relating to small business management and links these issues to the United Arab Emirates. In addition, the course offers a fascinating opportunity for students to start and own their respective companies. Finally, the course establishes the small business process's roles, origin, purpose, and scope.
0501330	Organizational Behavior	This course aims at focusing on the materials that are important in the field of contemporary management. First, it examines the major conceptual frameworks on peoples' behavior in the workplace. Next, the course covers perceptions, values and personality, motivation, job satisfaction, personal abilities, and skills. Further, the course addresses group formation and team characteristics; other issues, the course covers, relate to Leadership, conflict, work stress, organizational culture, diversity, structure, and finally, the changed management receives an extensive review.
0501350	Leadership for Managers	This course discusses the importance of Leadership. The conviction is that a substantial portion of organizational success or failure variation can be attributed to leadership. This course is designed to give students a comprehensive understanding of leadership as a phenomenon and its impact on the whole organization. This course further provides a balance of theory and practice, exploring the major theories and research on leadership and managerial effectiveness in formal organizations.
0501360	Managing Performance	This course is designed to introduce various concepts that mainly address management performance. In this course, the students will become familiar with the relevant theory in the above area and obtain important applied performance management skills. In addition, the course covers the topics such as performance appraisal and feedback, individual assessment, sources of performance information, development and training, criterion theory and development, and finally, job analysis.
0501361	Change Management	The main objective of this course is to provide a thorough understanding of the theories, approaches, and practices of change management in organizations. This course is geared toward expanding students' understanding of the challenges, techniques, and problems associated with introducing and implementing major change in an organization by using real-life examples. Further, the course emphasizes the change process and focuses on the exploration and classroom discussion of cases, illustrating the different change efforts in various organizations across various business contexts. The central focus of the course is the exploration of these cases and the understanding of the complex and intricate process of initiating and implementing the change. This course also stresses the development of clear and specific managerial implications, both in the classroom and in all assignments.
0501362	Healthcare Management	This course recognizes the importance of the health care manager's constantly evolving job to adapt to a hyper-turbulent environment. The course asserts that the 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 further delves into the core competencies required by today's health care managers in functional areas, such as 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 and organization design. Further, this course emphasizes the importance of job and organization design for achieving performance excellence. In addition, it covers several other topics, including organizational excellence and competitive advantage, the diagnostic process for organizational development, job analysis, and design, technology to improve organizational processes, and the quality concepts for developing high-performing organizations.
0501431	Organizational Communication	This course emphasizes that effective organizational communication is imperative to the success of any organization. Hence, this course is designed to provide the students with knowledge of the theories of organizational communication and processes that form the backbone of study and practice of communication in organizations. Further, blending theory with analysis and practice, this course offers an exciting but extensive introduction to major organizational communication issues, theories, and skills that enable students to apply the concepts immediately and improve their communication skills.
0501432	Negotiation	This course emphasizes the role of negotiation in any business establishment, given that negotiation itself is a complex social process that is not confined only to business entities or governmental organizations. However, they are extended to every person, who often negotiates, sometimes for major things and sometimes for relatively minor issues. This course helps prepare the students to recognize various negotiation situations and 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. Through this course, the students can adopt best negotiation practices for negotiating nationally and 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 stakeholders. This course establishes that administering any corporate social responsibility programs and initiatives demands a proper blend of the corporate world with their business goals to those of the societies and their expectations. Through this course, the students enlighten themselves with the complex question and issue that requires 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? Are the interests of corporations and outside stakeholders congruent, or are they involved in some inherent conflict? This course addresses these questions and related concerns and finds their efficacy; however, it prescribes no simple solutions.
0501440	Strategic Management	This course is an advanced level treatment of management issues with strategic importance. The course explores the issues related to defining the corporate mission, objectives, goals, and strategic decision-making. The course analyzes the firm's external and internal environment to identify and create a competitive advantage globally. The course

		emphasizes the cultural, ethical, political, and social issues business corporations face and the need for leadership to manage strategic changes successfully. Case study analysis will be extensively used in this course.
0501470	Innovation Management and Creativity	Through this course, students will recognize the importance of business “innovation” and “creativity” used frequently in today’s business world to describe companies or projects that go beyond conventional thinking. Furthermore, the course describes the role, functions, and importance of having a full-fledged Research and Development Department unit full of innovative people. Even in strategic management, “innovation” is considered one of the main four building blocks of competitive advantage and probably the most profitable one. Hence, this course aims to capture the challenges and excitement of innovative companies and provide students with an opportunity to understand the underpinnings of this innovation drive.
0501480	Quality Management	This course is all about ensuring and securing quality management in business in that quality dimension has a valuable meaning and implication to both organization and customer. Hence, this course examines the primary tools and methods used to monitor and control quality in organizations and the different ways to improve quality. It includes basic tools to establish quality improvement, quality costs, and quality leadership through commitment. In addition, 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 significant decisions made in “operations” and the “connections” of operations decisions to other functions in a business undertaking. In addition, this course discusses and covers relevant concepts, techniques, and management tools related to operations management's four major decision responsibilities: the process, capacity, quality, and inventory analysis.
0501482	Supply Chain Management	This course offers various concepts, tools, and skills (called Logistics) required for the proper supply chain management. The subject matter of this course involves one of the oldest activities in management. However, this management area has been neglected for a long time, and only recently, the true importance of this area has been appreciated and emphasized. The course on Supply Chains (Management) concerns the well-organized integration of suppliers, manufacturers, warehouses, and stores to ensure a smooth flow of products distributed in the right quantity, quality, and time. This course explores the main issues related to the design and management of Supply Chains and how logistical decisions affect the firm's performance and the entire supply chain.
0501490	Internship (Management)	This course describes 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 companies' financial statements from multiple countries.
0501491	Contemporary Management Practice	This course focuses on the need to help develop the knowledge and competence students need to be effective managers by using the most current and up-to-date changes in the contemporary world of business management. The course is about the connections between theory and concepts and actual practice by showing how managers and organizations apply the best applications of modern management. As a comprehensive course, it will include all levels of management,

		emphasizing tools and skills for understanding contemporary business activity areas such as decision-making, planning, organizing, leading, communicating, staffing, and managing critical organizational processes.
--	--	--