

## Brief Course Descriptions

Course Title & No.	Brief Course Description
<b>Organizational Behavior</b> 0501604	This course permits graduates to examine theory and practice of interpersonal, group process and how these behaviors affect the overall performance of organizations. Particular emphasis will be placed on individual difference, attitude, motivation, job satisfaction, communication, leadership, stress, change, and organizational culture.
<b>Quality and Operations Management</b> 0501608	This course deals with advanced concepts in quality and operations management (Q&OM) as they relate to both manufacturing and services operations. This course covers some of the most up-to-date techniques such as Just-in-Time (JIT), Computer-Integrated Manufacturing Systems (CIM) and Total Quality Management (TQM).
<b>Strategic Management</b> 0501609	This course is designed to expose students to foundational theories, conceptual frameworks, methodologies, and business strategies. Based on what students studied in the MBA courses, this course is designed to be a capstone course. Students will examine various theoretical constructs as a means of becoming more aware of their own leadership styles.
<b>Entrepreneurship</b> 0501610	This course focuses on businesses that are not intended to be small throughout their duration, but rather those businesses that with hard work and good luck can be expected to develop into large and complex enterprises. It can provide a continuously updated set of standards against which to evaluate actual performance.
<b>Innovation and Change Management Strategies</b> 0501630	This course prepares students to demonstrate the role of innovation and lead change initiatives within a variety of organizational settings. Analysis will include contrasting organizational environments, assessing conditions that foster both acceptance and resistance to change, and discussing specific strategies for managing innovation & change.
<b>International Business</b> 0501640	The course emphasizes economic, social, cultural, legal, and political environments influence on the formulation and execution of the business policy of firms engaged in multinational business. The course review the theories of trade patterns, the growth and direction of trade forces driving international business and covers competitive advantage, competitive strategies, alternative modes of market entry.
<b>Managerial Accounting</b> 0502603	This course focuses on the usage of accounting information to effectively plan and control operations and make good business decisions. The comprehensive objective of the course is to provide students with a linkage between concepts and tools needed in planning, control, and decision making.
<b>Advanced Accounting</b> 0502610	This course addresses the practical financial reporting problems encountered in consolidated financial statements, goodwill, and other intangible assets. This course also includes coverage of foreign currency transactions and translations, segment and interim financial reporting, and partnerships.
<b>Cost Accounting</b> 0502620	This course deals with advanced cost accounting, including budgeting, standard costs and cost and profit analysis for decision making. Both managers and accountants must acquire sufficient familiarity with cost systems to perform their job. Firm's accounting system is an integral part of both the decision making and performance evaluation systems
<b>Auditing</b> 0502630	The aim of this course is to acquaint students with the practical aspects of auditing procedures and techniques with reference to their applications in different businesses, paying particular attention to auditing standards, audit reports, audit ethics and code of conduct, auditors' legal responsibility, audit evidence, audit sampling, and audit risk.
<b>Financial Statement Analysis</b> 0502640	This course focuses on Financial Analysis as it is an important skill for all those in management positions who deal with financial statements as part of their understanding of a business. This includes those outside the business such as investment analysts and within the business those responsible for strategy and those responsible for relations with outside stakeholders including investors and banks. Students will analyse the role of the income statement, balance sheet, statement of cash flows, footnotes and the annual report in the financial reporting process. They learn the techniques of computing financial ratios, interpret the ratios and study the limitations of ratio analysis.

<b>Financial Management 0503605</b>	This course introduces the basic concepts of finance which consists of three interrelated areas: corporate finance, investments and financial markets & institutions. This course covers: financial analysis, working capital management, capital budgeting, cost of capital, capital structure, asset valuation, investments, and decision making under uncertainty.
<b>Financial Markets and Institutions 0503610</b>	This course is designed to introduce and analyze the structure and functions of the financial system. The course discusses various financial markets including money markets, bond markets, stock markets, derivatives. Finally, the course will shed light on the UAE financial markets and institutions.
<b>Corporate Finance 0503620</b>	This course explores the theoretical and practical aspects of making financial decisions by corporations. It covers topics such as financial planning & forecasting, valuation models, capital budgeting under uncertainty, modern capital structure theories, leasing, modern dividend theories, mergers & acquisitions and financial failure & restructuring.
<b>Investment and Portfolio Management 0503630</b>	This course explores the theoretical and practical aspects of investing in the traditional financial securities, variable income (stocks) and fixed income (bonds). It covers in details topics such as asset pricing models (CAPM & APT), portfolio management (construction, revision and evaluation), technical and fundamental analysis.
<b>International Financial Management 0503640</b>	International Financial Management looks at the international financial environment, including balance of payments, the international monetary system, foreign exchange and financial markets. Specific topics include managing foreign exchange exposures, domestic versus foreign financing, cash management, political risk, and international legal constraints. A term project and oral presentation will be a part of the course.
<b>Marketing Management 0504606</b>	This course is designed to enhance students' capacity to formulate and professionally implement an integrated combination of marketing variables and successfully carry out a firm's strategy in its target market.
<b>Service Marketing 0504610</b>	This course aims to introduce students to services marketing as a separate and distinct area of marketing thought and practice Throughout this course we will focus our attention on marketing services based upon an in depth understanding of the service customer, taking into account that there can be diverse types of customers in a service environment.
<b>Marketing Research 0504620</b>	This course provides a rigorous experience in marketing research methods and frameworks to guide students to the most useful technique. The course is aimed at managers (and future managers), whose decision making is enhanced through marketing research, which transforms "data" into "information."
<b>Strategic Marketing 0504630</b>	The course focuses on the concepts and processes for gaining the competitive advantage in the marketplace. The course is designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation. We will use a decision-making process to examine the key concepts and issues involved in analyzing and selecting strategies.
<b>Global Marketing 0504640</b>	The course establishes foundation to gaining competitive advantage in the global marketplace, provides practical understanding of the competitive implications affecting global marketing strategies. Topics include foreign market surveys; the role of competitive intelligence; understanding trade barriers, pricing, distribution channels, and cultural differences that affect marketing strategies; and how to create a global marketing strategy.
<b>Human Resource Development 0505610</b>	This course explores the methods of identifying training needs, designing and implementing successful training programs, and evaluating organizational training systems. Also, this course covers the process of planning and implementing interventions to create interpersonal, group, inter-group, or organization-wide change.
<b>Leadership 0505620</b>	This course deals with leadership as a talent that every manager requires as the basis for her/his own continued professional growth and success. The course begins by clarifying how a person can become a Leader, differentiating Leadership from management, and identifying the basis for Leadership.

<b>Strategic Human Resource Management</b> <b>0505630</b>	<p>This course examines how human resource management is emerging as a key and strategic resource for building competitive advantage within organizations, and to understand the changing and strategic role of HRM in organizational performance. This course is taught both from a general manager's perspective, as well as from an HRM perspective.</p>
<b>Talents Management</b> <b>0505640</b>	<p>This course presents a comprehensive overview of how to effectively develop a talent management strategy. Topics include workforce analysis, talent acquisition, onboarding, performance management, relationship between compensations and talent management plan, leadership development, succession planning, retention, and engagement, human resource information system and talent management system.</p>
<b>Management Information Systems</b> <b>0506607</b>	<p>This course is designed to provide MBA students with an understanding of how information systems management can be used by business leaders to manage and compete more effectively. Tools of information technology will be used to evaluate the internal structure, incentives, and decisions within an organization as well as the competitive forces external to the organization.</p>
<b>E-Business Strategies</b> <b>0506610</b>	<p>The course aims to illustrate the importance of strategic e-business and enable students to develop and assess e-business strategies in different industry environments. Students are expected to discuss e-business from a general management viewpoint.</p>
<b>Database Management Systems</b> <b>0506620</b>	<p>The purpose of this course is to provide an insight into the development of current database systems. In particular the course focuses on the analysis and design of an effective and efficient database. It introduces complex data, how to model such data and how to implement the database using Database Management Systems (DBMS).</p>
<b>Decision Support Systems</b> <b>0506630</b>	<p>The purpose of this course is to provide an insight into the role of information systems in decision making from a managerial perspective. It looks at management support system technologies, showcases and how they can be used for better decision-making. It also covers issues of Business Intelligence and reflects the emphasis that most decision support courses are now taking.</p>
<b>Analytic Data Science</b> <b>0506640</b>	<p>Data analytics science introduces students to several core data science concepts and data analytics for handling of massive databases. The course covers big data and the Data Analytics Lifecycle to address business challenges that influence big data. The course also maps data science case studies to topics presented throughout the semester and provides grounding in basic and advanced analytic methods and an introduction to big data analytics technology and tools for parallel processing (MapReduce) and their implementation (Hadoop).</p>
<b>Healthcare Management</b> <b>0507610</b>	<p>The course in Health Care Management provides a framework for addressing management problems in health care organizations. The course will expose students to many management ideas, theories and applications. Health Care Management provides an overview of how health care institutions are organized and governed, the role of the management staff, physicians, nurses and other clinical and support staff in these organizations, and the management systems designed for their efficient and effective operation.</p>
<b>Marketing Of Healthcare</b> <b>0507620</b>	<p>This course involves analysis, evaluation, and implementation of marketing strategies within health care and managed-care environments, which is designed to develop skills in segmenting customers and medical markets, brands, products and services, in addition, the course enhances a communication strategy with the consumers and the development of pricing approaches. Methods and models of marketing fundamentals will be introduced. The student will have an understanding of marketing and the marketing planning process. He/ she will have an understanding of the essential components of marketing strategy formulation in the health care environment. Identify the environment forces on organizational strategy and their implications related to marketing decisions.</p>
<b>Healthcare Economics</b> <b>0507630</b>	<p>This course is designed to give the student a general understanding of the economics of health care. The course provides the student with an understanding of why economics in Health care is unique. They will also have an understanding of Health care markets including supply, demand, production, and costs. Health care is the perfect industry to see how market failures occur and why the government or regulation may be necessary. The student will have a better understanding of health insurance and Health care financing. Finally, the student will be exposed to different techniques for economic evaluation in Health care.</p>

<p><b>Health Care Information Systems</b> 0507640</p>	<p>This course is designed to give the student a general understanding of the health care information Systems. Highlight implementation challenges and success with health information technology implementations. Consider tools and approaches to help providers communicate effectively with diverse patient populations and patients with disabilities. Understanding how Enterprise Resource Planning software packages are used within the healthcare field. Examine the emergence of the empowered patient consumer , changing demands, personal health records, privacy concerns</p>
<p><b>Project Management</b> 0508610</p>	<p>This course covers the key components of project Management including Project scope management, project time and cost management and quality management. This course covers the issues in a realistic project scenario, employ work breakdown structures (WBS) in the project application. Demonstrate the use of appropriate network scheduling techniques, produce a project proposal and finally discuss the implementation of a proposed plan</p>
<p><b>Global Project Management</b> 0508620</p>	<p>This course provides an overview of global project management from initiation through planning, execution, closing and with general emphasis on control. It is designed add the basics of domestic project management with information pertinent to the global project management. It begins with practical look at investigating the cultural environment in order to understand the context of managing a global project.</p>
<p><b>Project Risk Management</b> 0508630</p>	<p>This course covers the components of Risk Management, Project Integration, Project Contract Management and project Strategies. Topics include risk assessment and management, project integration, legal and ethical issues, conflict identification and resolution</p>
<p><b>Supply Chain for Project Managers</b> 0508640</p>	<p>This course covers a wide range of project types including supply chain strategy, network analysis, facility design build, supply chain technology selection and implementation, and continuous process improvement initiatives.</p>
<p><b>Statistics and Research Methodology</b> 0509601</p>	<p>This course offers an introduction to the use of statistics methods and research methodology in business science, and everyday life. The course provides students with the knowledge to gather, process and present statistical data. This knowledge is then applied to design and implement research problem by using some statistical methods.</p>
<p><b>Managerial Economics</b> 0509603</p>	<p>This course examines decision-making skills in general business while considering applied economic principles to solve managerial decision problems. Topics include: defining economic problems; generation of alternatives; quantitative analysis including forecasting, modelling, and other contemporary techniques; qualitative analysis including political and ethical considerations; and implementation and planning for the verification of decision results.</p>