جامعة العين
AL AIN UNIVERSITY

College of Business

BBA in Business Analytics

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 canbe 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 relationshipsto 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, 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.
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.
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.
0501410	Business Law and Ethics	This course analyzes essential ethical principles valued from different perceptions to provide tools for making sound ethical decisions in various business situations and the face of business dilemmas. The course will introduce 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, business associations (agency, partnerships, and corporations), sales, commercial papers, wills, estates, trusts, and other legal entities.
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.
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.
0502200	Principles of Financial Accounting	This course introduces the subject of accounting under the International Financial Reporting Standards (IFRS) as a business language for beginning accounting students and is appropriate for undergraduate students at their first and second-year levels. The course explains the importance of accounting at individual and business levels. It includes topics such as accounting equation, accounting cycle, financial statements, recording & reporting accounting information, and interpretation of financial data for decision making.
0502230	Principles of Managerial Accounting	This course focuses on accounting's role in providing information for management decisions. It teaches students how management accounting information is to be prepared exclusively for use by company managers and is intended to help them evaluate various business situations. Consequently, they are better equipped to select among the decision alternatives. In addition, this course includes the techniques for planning and controlling business operations to achieve company goals.
0503300	Principles of Financial Management	This course introduces relevant topics in finance and accounting to enlighten students in making financial decisions. It introduces the tools and techniques of financial management and their use to make managerial decisions. It emphasizes the understanding of finance theory and working knowledge of the financial environment in which the firm operates to develop appropriate financial strategies. Therefore, this course covers the whole range of basic finance concepts, economic and financial environment, financial statement analysis, risk analysis, valuation process, capital budgeting, and the cost of capital. It will also cover financial analytical tools, cash flow management

		techniques, and working capital management.
0504200	Principles of Marketing Management	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 finally, market analysis. Besides, this course makes an extensive review of the following topics: marketing organization, product life cycle, competitive analysis, marketing information, and research, and finally, buyer behavior in both consumer and business markets.
0506200	Principles of MIS	This course is designed for business students who will soon become professionals in a fast, dynamic, demanding business environment. It concentrates on using and managing information technologies to enable organizations to gain a competitive advantage in the ever-demanding global market. Also, the course emphasizes the essential role of Internet technologies in providing a platform for business and collaborations between all stakeholders. The course will introduce IS Strategy, security and protection, end-user interaction and services, internet and intranet use, legal and ethical issues, and new trends.
0507200	Introduction to Business Analytics	This course provides students with a foundational understanding of the principles and techniques used in analyzing business data to derive insights and support decision-making processes. Students will learn how to collect, clean, and preprocess data, visualize information effectively, and apply statistical descriptive analytics, and predictive analytics to solve real-world business problems.
0507210	Programming for Business Analytics	The purpose of this course is to provide students with an introduction to business analytics programming using Python, along with its associated libraries such as NumPy, SciPy, Pandas, Matplotlib, and Scikit-learn. Throughout the course, students will gain knowledge in programming fundamentals, application development, and the application of Python libraries for data analysis and visualization.
0507250	Database Management for Business Analytics	This course provides an introduction to database design. It covers database concepts, including modeling data using both the Entity Relationship Diagram (ERD) and an object-oriented approach to designing database systems. The course also covers converting ERD models into the relational model, performing database normalizations, and creating and manipulating databases using structured query language (SQL). In this course, MS Visio is used to model the data and Oracle software is used to create, manipulate and query the database.
0507310	Business Data Visualization	This course will provide students with a solid foundation in data visualization so that they can convert complex data sets into comprehensible visual representations. The course will instruct students in the appropriate selection of visualization techniques, the creation of engaging visuals, and the communication of data-derived insights. The course will equip students with the necessary skills to analyze, visualize, and communicate data in a business context, enabling them to make informed decisions and effectively convey insights to stakeholders. Hands-on exercises and projects will be employed to ensure real-world experience in the application of concepts.
0507320	Artificial Intelligence for Business Analytics	The course offers an overview of artificial intelligence (AI) and its role in driving business transformation. It provides a general introduction to AI, with a particular emphasis on its applications and challenges in the business. The course covers the technical, organizational, and social aspects of AI. It explores key AI concepts, techniques, technologies, and their practical applications in business contexts. Furthermore, it addresses the social and ethical implications of AI on business and society.
0507330	Business Analytics Applications	The course aims to provide students with a diverse range of applications for analytics principles and techniques in various business contexts. It offers a structured approach known as the SOAR analytics model, which fosters a business analytics mindset. This model comprises four steps: Specify the question, Obtain the data, Analyze the data, and Report the results. Throughout the course, this model is utilized alongside different types of data analysis, equipping students with the ability to thoroughly examine and accurately interpret data. Through this course, students will develop the skills that are crucial for making informed decisions across multiple business functions, including marketing, accounting, finance, and operations. Practical examples and case studies will be used to illustrate the practical applications of business analytics in real-world scenarios.
0507350	Ethics of Business Analytics	This course aims to provide an understanding of the ethical considerations within the life cycle of Data Analytics. The course specifically addresses ethical concerns associated with the collection, cleansing, modeling, analysis, storage, and

		management of large volumes of data. The course will explore the ethical implications concerning data ownership, privacy, sharing and use with informed consent, transparency, governance and accountability. Additionally, students will be exposed to ethical standards and frameworks and their practical application in the field of data analytics. Through engaging in class discussions and analyzing case studies from real-world scenarios, students will develop a foundational understanding of ethical reasoning and apply best practices in the context of data analytics.
0507360	Business Data Intelligence	This course aims to provide a comprehensive introduction to Business Intelligence (BI) as an umbrella category that includes the applications and technologies used to gather, store, analyze, share and provide access to data to help enterprise users make fact-based decisions. The course explores how to solve business problems effectively using operational data and apply the appropriate data analytics to gain new insights into organizational operations.
0507400	Web Analytics	This course offers a comprehensive understanding of social network analysis and web analytics, exploring various digital tools, definitions, techniques, and properties applicable across multiple channels, including social networks, web analytics platforms, and business intelligence. It aims to equip students with the skills to effectively apply digital analytics techniques from both managerial and technical perspectives. Students will learn how to collect, measure, report, and analyze data from social networks and websites, enabling them to make informed business decisions in the future.
0507450	Machine Learning for Business Analytics	The objective of this course is to teach students the fundamental concepts of machine learning, which are used to solve problems using artificial intelligence. The course encompasses a broad range of technical topics and methods, including supervised machine learning (regression, classification), unsupervised machine learning (association mining, clustering), and predictive modeling. Throughout the course, students will study different machine learning approaches and techniques, and gain hands-on experience by applying these tools to various types of data, such as quantitative, qualitative, and textual data. Additionally, students will utilize powerful modeling software to analyze real-world datasets, engage in experiential learning, and examine case studies.
0507470	Big Data Analytics and Tools	This course provides a comprehensive overview of various topics in big data, including data generation, storage, management, transmission, and analytics, with an emphasis on the cutting-edge technologies, tools, architectures, and systems that comprise big-data computing solutions in high-performance networks. As use cases, actual big-data applications and workflows in various business domains are presented to illustrate the development, deployment, and execution of a vast array of emergent big-data solutions.
0507490	Internship (Business Analytics)	The Business Analytics Internship allows students to apply theories, ideas, principles, and abilities taught in class to real-world situations. Students will work under supervision in a cooperating agency or business. Using the internship as an "organizational laboratory," students enhance their abilities for careers in Business Analytics. Understanding business analytics needs and practices within an organizational framework, including culture, computer and management systems, operations, resources, goods, services, markets, service areas, and specialist areas, is the goal of the internship experience. Internship is an important part of the educational process because it allows students to gain practical experience in the field or setting in which they hope to pursue professional careers in the future.
0507495	Capstone Project in Business Analytics	The Capstone course is designed to enable students to integrate and apply the data analytics techniques, algorithms, methods, and tools they have learned throughout the program to real-world business problems. After concluding a data analytics lifecycle-focused group project, students will present their findings in a final report and oral defense. This course would greatly benefit students on the verge of entering the workforce. Students acquire valuable experience with teamwork, project planning and scheduling, report writing, presentation skills, and the interpretation of results.
0508200	Mathematics for Business	This course is a required compulsory course useful for studying different economics, business or management courses. It assumes minimal mathematical background but demonstrates the usefulness and relevance of fundamental mathematics in economics and business. It covers some mathematical preliminaries, the straight line and applications, simultaneous equations, non-linear functions such as quadratic, cubic, and other polynomial functions, simple and compound interest, annuities, and applications of differentiation in marginal function average function, and matrices.
0508201	Statistics for Business Decision-Making	This course introduces the use of statistics in business science and everyday life. It provides students with the knowledge to gather, process, and present statistical data, construct frequency charts, and compute measures of central tendency and

		standard and quartile deviations. This knowledge is then applied to solving business problems in sampling, hypothesis testing, regression and correlation, and trend analysis.
0508203	Scientific Research Methodology	The course provides a comprehensive introduction to writing a research proposal. It examines all phases of the research process, starting with identifying a topic, formulating hypotheses, methodology selection, literature review, data collection, analysis, and finally, preparing a final research document.
0509200	Principles of Macroeconomics	This course introduces economics, focusing on macroeconomic issues, problems, and challenges. The course addresses the central macroeconomic concerns, including economic growth, business cycles, unemployment, and inflation. Further, the course emphasizes the theory of income determination and monetary and fiscal policies. Finally, it also provides exposure to calculating gross domestic product, national income, and aggregate expenditure.
0509210	Principles of Microeconomics	This introductory economics course focuses on microeconomic issues, problems, and challenges. It primarily focuses on the theory of resource allocation and price determination under various market structures. In addition, it covers important topics such as the theory of supply and demand, the theory of consumer behavior, and the theory of the firm under different market conditions.