



College of Business

Catalog Description of MBA - Business Analytics

Course Code	Course Description
Core Courses	
Leadership and Organizational Behavior 0501604	<p>This course delves into the study of human behavior within organizational contexts, exploring the intricate relationship between individuals and the organization itself. This comprehensive course encompasses three interconnected domains, namely human behavior, organizational dynamics, and their mutual influence. For gaining a holistic understanding of organizational behavior, the students will critically examine the theories and practical applications of interpersonal and group processes, considering their impact on the overall performance of organizations. Emphasis will be placed on the essential topics such as individual differences, attitudes, personality, value system, perceptions, motivation, communication, leadership styles, organizational culture, organizational structure, and group dynamics. By mastering these concepts and implementing them effectively, individuals can significantly enhance their credibility as leaders and success of their organizations.</p>
Quality and Operations Management 0501608	<p>The Quality and Operations Management course comprehensively explores key concepts, principles, strategies, and tools that underpin operational excellence and quality management within an organizational context. Students will analyze the critical aspects of operations, process design, and quality management, focusing on how these elements contribute to an organization's competitive advantage. This course equips students with the skills and knowledge to make informed decisions, drive continuous process improvement, and enhance sustainability while adhering to corporate social responsibility.</p>
Strategic Management 0501609	<p>Strategic management is the process and practice of managerial decision-making and implementation that seeks to create and maintain competitive advantages. The purpose of this course is to expose students to basic 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 to become more aware of their leadership styles, decision-making skills analytical abilities. The students will focus on polishing their ability to analyze external and internal environments and apply strategic business models to formulate, implement, and evaluate Business and Corporate Strategies. Students will identify and apply strategic models to analyze business problems, develop strategic solutions, and make sound decisions.</p>
Managerial Accounting	<p>This course uses accounting information to plan and control operations and make sound business decisions. The course aims to enable students to gain an appreciation for emerging ideas, techniques, procedures, and</p>

0502603	<p>practices in the field of management accounting. The comprehensive objective of the course is to provide students with a linkage between concepts and tools needed in planning, control, and decision-making. Traditional cost behavior concepts, cost-volume-profit (CVP) analysis, performance evaluation, and budgeting are updated with real-world examples and decision cases. New measures for relevant costs and benefits in the decision-making process.</p>
Financial Management 0503605	<p>The main focus of this course is to provide students with the required knowledge and skills in financial management and the corporate decision-making process at the corporate level. The course demonstrates the role of financial management in maximizing the firm's value and shareholders' wealth. The course emphasizes both theoretical and practical perspectives. Students can take an active part in the class via case study discussions, student-to-student discussions, and project presentations that will simulate the real-world decision-making of a professional financial manager. UAE context will also be emphasized wherever appropriate by using different case studies and projects. This course will deal with several related topics, including the financial environment, analysis of financial statements and financial decision-making, time value of money, capital budgeting, bond valuation, stock valuation, and risk and return.</p>
Marketing Management 0504606	<p>This course introduces students to the fundamental theories and practices in the marketing process and the impact of the marketing environment on different marketing activities. The course covers the challenges confronting the marketing manager. It also introduces the students to marketing managers' target marketing and positioning processes. The course also presents the strategies applied by marketing managers related to product, distribution, sales, pricing, promotion, and consumer behavior in the context of an integrated marketing strategy to develop an ideal marketing mix.</p>
Managerial Economics 0509603	<p>This course provides an understanding of various economic analytical and theoretical approaches to managers for effective decision-making. It includes various topics such as market forces analysis, production, pricing, market structure, and a firm's decisions in risk and rivalry. The main objective of this course is to develop an economic perspective for students aspiring to manage a wide range of firms and business units. In addition, this course will further help equip the students to design effective economic policies to avoid uncertainties in a competitive global business environment.</p>
Capstone Project-I 0501670	<p>This course aims to give students the fundamental knowledge and skills necessary for conducting research. The course is designed to cover three phases. At first, students will be familiarized with the research process, design, and methodologies to formulate a research problem. Second, students will learn some tools and instruments needed to conduct research (data collection, sampling, and analysis). Finally, in phase three, students will work with assigned faculty members according to their research interests in selecting a research topic in General Management and finalizing a research proposal.</p>

Capstone Project-II 0501680	<p>The course aims to provide students with skills, autonomy, and self-development to conduct research and report findings. Students will work on the research proposals developed in the Capstone Project (I)- Business Research Methods course to produce a full research report that includes a comprehensive literature review, data collection and analysis, discussions, interpretations, and study implications. Students will communicate their results and recommendations and defend their research work orally.</p>
Focus Area: Business Analytics	
Business Analytics 0506607	<p>This course aims to provide students with the skills and knowledge to effectively apply various analytical and statistical models to analyze large amounts of data. Students will learn to analyze large amounts of data to uncover new information and insights and effectively present results through visualizations to support the business operations and decisions of various functional areas, such as Accounting, Marketing, and Sales. This course will be delivered through lectures, case discussions, and lab sessions.</p>
Artificial Intelligence Applications in Contemporary Management 0506608	<p>This course aims to introduce students to AI concepts and technologies, providing them with the knowledge and skills necessary to integrate AI into the modern business environment. Students will explore its applications in various business functional areas and across diverse business sectors. Throughout the course, students will participate in case studies and collaborative projects to develop a practical understanding of AI concepts and its influence on business. Additionally, students will be well-prepared to make informed decisions about AI applications adoption and to assess the ethical implications of AI technologies in the business context.</p>
Supply Chain Analytics 0506610	<p>This course explores the critical role of operations and supply chain analytics in modern business management. It provides a comprehensive understanding of the concepts, tools, and techniques used in optimizing operations and supply chain processes to improve organizational performance. Students will learn to make data-driven decisions, enhance efficiency, and gain a competitive edge in supply chain management.</p>
Accounting Analytics 0506630	<p>This advanced accounting analytics course is tailored for MBA students seeking a comprehensive understanding of accounting data analytics and its practical applications in business decision-making. In our modern, data-driven business landscape, there is a substantial demand for accounting analytics professionals. The course is meticulously crafted to give students the necessary skills and knowledge to thrive in this dynamic field. Upon successfully completing this course, students will possess the requisite skills and knowledge to leverage data analytics in accounting. Whether their career ambitions lie in financial analysis, consultancy, or corporate strategy, this course prepares students for success in today's data-driven business landscape.</p>