



## College of Business

### Catalog Description of MBA - Healthcare Management

Course Code	Course Description
	Core Courses
<b>Leadership and Organizational Behavior</b> <b>0501604</b>	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.
<b>Quality and Operations Management</b> <b>0501608</b>	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.
<b>Strategic Management</b> <b>0501609</b>	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.
<b>Managerial Accounting</b> <b>0502603</b>	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 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.
<b>Financial Management 0503605</b>	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.
<b>Marketing Management 0504606</b>	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.
<b>Managerial Economics 0509603</b>	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.
<b>Capstone Project-I 0501670</b>	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.
<b>Capstone Project-II</b>	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

<b>0501680</b>	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.
<b>Focus Area: Healthcare Management</b>	
<b>Healthcare Management 0507610</b>	This Healthcare Management course offers a comprehensive examination of the profession that leads and guides organizations that deliver personal health services and divisions, departments, and units within those organizations. Students will develop a framework for addressing management challenges within healthcare organizations through a critical analysis of healthcare managers' roles, functions, and responsibilities. By the end of the course, students will have a solid understanding of various management theories, ideas, and applications and be able to implement them in real-world scenarios.
<b>Healthcare Economics 0507630</b>	This Healthcare economics course provides a comprehensive overview of the field by combining economic theory, recent research, and health policy issues. The course focuses on the relationship between utility and health, allowing learners to analyze medical supply and demand on a domestic, regional, and international level. It begins by exploring essential methodological foundations through recent empirical studies and progresses to more advanced topics, such as the impact of medical reform, insurance plans, and new technologies in the healthcare industry.
<b>Healthcare Information Systems 0507640</b>	This course provides a broad overview of the role of information systems within healthcare settings, considering both patient and practitioner perspectives and the technology used to serve both. Students critique healthcare information systems' impact on decision-making, managing healthcare costs, reporting, and improving patient outcomes. International legislation, regulatory requirements, and policies that affect Healthcare IT, such as HIPAA (USA), electronic health records, and healthcare policy, are explored and evaluated. Furthermore, the course covers innovations in health informatics and explores their impact on current practice.
<b>Artificial Intelligence for Healthcare Applications 0507650</b>	This MBA course in Artificial Intelligence applications in Healthcare aims to provide students with a comprehensive understanding of AI's current and future applications in the healthcare industry. In addition, the course will equip students with the knowledge and skills necessary to develop personalized, patient-centered healthcare solutions using AI technologies. Emphasis will be placed on learning how to safely and ethically implement AI in clinical settings and effectively utilizing the vast amounts of existing healthcare data. By the end of the course, students will be able to identify and apply AI technologies to real-world healthcare challenges and develop innovative solutions that improve patient outcomes and overall healthcare delivery.