

Course Descriptions

Professional Courses

BB801 Research Methods **3 (3-0-12)**

This course aims to provide students undertaking their research project with an understanding of basic frameworks in research. The course covers research techniques for gathering information, developing a research proposal and evaluating research carried out by others. Major areas include scientific and interpretivist approaches, design, survey methods and instruments, case study, field study, experimentation, data collection and analysis.

BB802 Advanced Paradigms in Business and Management **3 (3-0-12)**

This course focuses on a set of pervasive recent paradigms in business and management appropriate to a variety of research areas. The course develops practical skills for applying knowledge of continuous improvement processes in business and management.

BB803 Business Practice and Case Studies **3 (3-0-12)**

This course offers perspectives on information technology through case studies. The case studies address issues that are covered more generally in other courses within the master's program. The course is designed to raise awareness of generic questions and business practices at the level of specific organizations, and to illustrate general principles through specific experience. There will be an emphasis on in-class participation and on real workplace situations. Topics will address issues relating to specific case studies.

BB804 Advanced Statistics and Modeling for Business **3 (3-0-12)**

This course covers a variety of advanced statistical techniques and decision modeling useful in business research. Topics are chosen from advanced probability theory, statistical inference, robust methods, and decision theory with emphasis on applications to many areas of business research.

Elective Courses

BB811 Human Resource Management **3 (3-0-12)**

As human resources are the most important resource of an organization today, it is vital that the organization manages this resource well. This course will address how managers can develop and introduce sound human resource practices and will highlight the types of decisions a manager may have to make, such as selection, evaluation, staff development and termination.

BB812 Operations Management **3 (3-0-12)**

This course addresses the management of the direct resources that are necessary to provide an organization's goods and services. This course will address concepts such as quality management, facility location, supply chain management, just-in-time systems, aggregate planning, and scheduling operations.

- BB813 Corporate Governance, Ethics and Responsibilities** 3 (3-0-12)
This course focuses on the roles and interactions between senior management, directors, shareholders and staff that underpin the direction and performance of the organization. Also discussed will be the responsibilities and appropriate ethics of stakeholders, both socially and professionally.
- BB814 Strategic Leadership** 3 (3-0-12)
This course will discuss leadership as a process of influencing people both within and outside of the organization, and will outline different leadership styles, qualities and skills necessary to manage the diverse and complex issues relating to human behavior. Leadership in multicultural organizations will also be discussed.
- BB815 Organizational Behavior and Leadership** 3 (3-0-12)
This course focuses on the relationships between individuals, groups and the organization, their behaviors and the impacts they have on the efficient conduct of operations. Also the relationships between behaviors and management principles and practice will be investigated.
- BB816 Sustainable Business Practices** 3 (3-0-12)
This course explores some of the more successful business practice approaches that have been developed. These approaches will be described in detail and how they have improved business activities in major organizations.
- BB817 Economics and Management in a Global Environment** 3 (3-0-12)
This course will give students an understanding of globalization and its impact on economical and management issues. The course will address free trade agreements, the international monetary system, international labor force, and multinational enterprises.
- BB818 Project Management** 3 (3-0-12)
This course introduces the components of project management, the supporting tools and associated procedures. The course will address project evaluation and selection, the role of the project manager, scheduling, risk management and auditing.
- BB819 Business Risk Management** 3 (3-0-12)
This course provides a detailed study of the concept of "risk remedy". This concept involves determining how to achieve the ideal system for the least overall cost. It covers risk management in all stages in planning; from identifying the need for action, through decision-making, to scheduling actions. Topics will include: risk analysis, simulation, predictive analysis models, verification and validation of risk analysis models, risk management tools.
- BB820 Quantitative Methods and Simulation** 3 (3-0-12)
This course will discuss quantitative and qualitative decision-making, modeling techniques, systems approaches and business simulation.
- BB821 Mergers and Acquisitions** 3 (3-0-12)
This course will discuss the processes by which acquisitions, takeovers and mergers take place, and the follow-on activities that ensure the continued viability of the reformed

organizations, such as modified business practices, allocation of resources, and other managerial processes.

BB822 Business Creativity 3 (3-0-12)

This course discusses the development and application of skills that managers need if they are to take advantage of innovations of a technological, economics or environmental nature. To be creative it is necessary to be aware of concepts and trends that can indicate areas of possible creative innovations.

BB823 International Business Law 3 (3-0-12)

This course will be an introduction to business law as it applies to international business.

BB824 Marketing Channel Management 3 (3-0-12)

This subject provides the knowledge of managing marketing channel activities, organizing agencies involved in the process of making products and services available to business and household consumers. The subject also covers an understanding of logistical systems that provide the supply of material and parts to a firm and the distribution of products to customers.

BB825 Business Strategic Management 3 (3-0-12)

This subject focuses on modern analytical approaches and on enduring successful strategic practices. It is consciously designed with a technological and global outlook since this orientation in many ways highlights the significant emerging trends in strategic management. The emphasis in this subject is on providing the students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies.

BB826 Customer Relations Management 3 (3-0-12)

This course provides an understanding of consumer behavior, which is necessary for managers to have if they are to guide their business's future performance. Managers need to know how customers think, decide, react and behave in regards to the availability and purchase of new products, modified products and services, or existing products. This course will highlight some of the models representing properties of consumer behavior.

BB827 Entrepreneurship 3 (3-0-12)

This course is aimed at developing skills in students that will allow them to commercialize business opportunities through new products, new services, new markets or new organizational structures. The course will also address the risks faced and the critical success factors found in entrepreneurial activities.

BB828 International Business Management 3 (3-0-12)

This course introduces students to an understanding of international trade and finance issues, which is vital when business is conducted internationally. Aspects that will be covered will include trade policy, trade agreements, subsidies and protection.

BB829 Global Marketing 3 (3-0-12)

This course is designed to develop marketing concepts and skills in a global context. The course highlights the key issues faced by managers in formulating global marketing strategies, and provides students with systematic ways to develop effective global marketing strategies. It also addresses applications of marketing tools and research in a global context.

BB830 Cross Cultural Management 3 (3-0-12)

This course is designed to provide essential cross-cultural knowledge to the discipline of management. This course will highlight social and national differences in the management of human resources, leadership styles, lifestyles and social intercourse.

BB831 International Marketing 3 (3-0-12)

This subject examines the significant effects of cultural, economic, political, infrastructure and population factors on cross-cultural marketing management. The emphasis in this subject is on comparing and contrasting the marketing strategies for domestic markets with the marketing strategies for international markets.

BB832 Services Marketing 3 (3-0-12)

This subject provides knowledge of marketing practice aiming at service industries. It includes the knowledge needed to implement quality service and service strategies for competitive advantage across industries. The emphasis in this subject is placed on service firms addressing how effective marketing and customer focus must be coordinated across multiple functions.

BB833 Marketing Communications 3 (3-0-12)

This subject focuses on strategic planning of the marketing communication mix, which has to be relevant to marketing objectives. Students learn how to formulate marketing communication campaign, to integrate marketing communication tools, and to emphasize on its practical training.

BB834-836 Special Topics in Business Administration 3 (3-0-12)

Special topics will be made available to students when internationally acclaimed academics visit DPU and are encouraged to provide a course on a currently important topic of interest within business administration community.

Research

BB 910 Dissertation (Including Public Lecture and Viva) credits 45

