

## Course Descriptions

### Core Component

#### **BB501 Managerial Accounting 3**

**(3-0-1)**

This course covers the concepts of accounting by discussing the maintaining and auditing of financial records and preparing financial reports for business and government agencies. The course focuses on how financial information is collected, analyzed and presented.

#### **BB502 Financial Management 3**

**(3-0-12)**

This course examines the concepts and practice of financial management through reporting and analysis. This course will discuss financial planning, investment policy, risk management and other financial functions of an organization.

#### **BB503 Marketing Management 3**

**(3-0-12)**

Students undertaking this course will study the application of marketing knowledge to business decision making. They will become familiar with the tools to help monitor marketing trends and be able to apply them to make forecasts of possible market changes that will enhance a business's future viability and competitiveness.

#### **BB504 Business Information Systems 3**

**(3-0-12)**

This course addresses information use and the need to understand the different technologies available, the risk associated with the use of this information, the fundamental ethical and social implications for using information, and the possible view that information itself is a centered product within an organization. Topics will include: the systems approach, models of information in organizations, structures of organizational information systems such as transactional systems, decision support systems and distributed information systems, information systems policy, information and communications technology, analysis tools, databases and development life cycles, electronic commerce, artificial intelligence, and ethics and social factors.

#### **BB505 Statistics and Modeling for Business 3**

**(3-0-12)**

This course provides an introduction to business statistics and decision modeling. Topics will include: data collection and presentation, probability and probability distributions, sampling, forecasting, statistical quality control, risk analysis, hypothesis testing, decision analysis, optimization modeling, and simple financial economics.

### Elective Component

#### **BB601 Human Resource Management and Strategy 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. Also, the course will identify and develop the thinking skills that enable the formulation of innovative HR strategies that satisfy business needs and objectives.

**BB602 Operations Management and Systems** **3**  
**(3-0-12)**

This course deals with managing the direct resources that are necessary to provide an organization's goods and services, as well as operations and information for strategic advantage. This course will highlight concepts such as quality management, facility location, supply chain management, just-in-time systems, aggregate planning, scheduling operations, and using information to advantage in an age of time-based competition.

**BB603 Business Ethics and Social Responsibilities** **3**  
**(3-0-12)**

This course focuses on the roles, interactions, and communications among senior management, directors, shareholders and employees that strengthen the direction and performance of the organization. Also discussed will be social responsibilities and appropriate ethics of stakeholders, both socially and professionally, and conflict of interests among stakeholders.

**BB604 Supply Chain Management** **3**  
**(3-0-12)**

This course covers tools and concepts needed to manage operational resources throughout the supply chain effectively. Topics include negotiation, purchasing, in-house development, subcontracting, corporate partnerships, logistics operations, and applying e-business tools. The emphasis will be on creating integrated supply chains.

**BB605 Organizational Leadership and Behavior** **3**  
**(3-0-12)**

This course emphasizes the relationships between individuals, groups and the organization, their behaviors and the impacts they have on the efficient conduct of operations. It also provides an overview of existing theories and models of leadership and motivation. The relationships between behaviors and management principles and practices, and behavioral knowledge and skills essential to becoming an effective manager/leader will be discussed.

**BB606 Business Sustainability** **3**  
**(3-0-12)**

Business sustainability is about businesses surviving and prospering in the long-term. This course focuses on the company's ability to build and sustain a competitive advantage utilizing traditional management concepts and new sustainability practices. The course also 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 in a world of steadily increasing competition.

**BB607 Globalization of Business** **3**  
**(3-0-12)**

This course looks at environmental, economic, institutional, and organizational features of globalization and business. The course considers several frameworks that give managers an understanding of globalization and its impact on economic and management issues.

**BB608 Project and Cost Management** **3**  
**(3-0-12)**

This course focuses on the management of projects, including cost accounting, the supporting tools, and associated procedures. Topics will include project evaluation and selection, the role of the project manager, the use of PERT/CPM for project management, cost estimation, budgeting and cost allocation, scheduling, risk management, and auditing.

**BB609 Risk Management for Business Managers** 3  
(3-0-12)

This course provides a detailed study of the concept of "risk management". 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 techniques such as insurance, self insurance, risk control, and risk avoidance.

**BB610 Modeling for Quantitative Analysis** 3  
(3-0-12)

This course addresses modeling techniques, quantitative and qualitative decision-making, systems approaches, and business simulation. The focus will be on model formulation and the interpretation of results, rather than mathematical theory.

**BB611 Business Policy** 3  
(3-0-12)

This course develops an understanding of the formulation and implementation of strategies and policies within the current global environment. It provides an integrative approach to the role of the general manager and the tasks of creating an effective business unit including crafting strategy, designing and maintaining an organization for implementing strategy, and managing organizational change and redesign.

**BB612 Business Creativity and Innovation** 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, economic or environmental nature. This course is designed to be an in-depth investigation about how the processes of creativity and innovation work. The objective is to provide concepts, frameworks, and experiences that are useful for taking part in the management of creative and innovative processes in the organization. To be creative it is necessary to be aware of concepts and trends that can indicate areas of possible creative innovations.

**BB613 Strategic Management** 3  
(3-0-12)

This course examines the inextricable link between strategic planning and the process of management. Also discussed is the shifting focus of management from operations to strategy, and the different fundamental approaches to strategic planning that can support managerial decision-making. Topics will include different strategic planning approaches, scenario planning, Delphi technique, morphological analysis, soft systems methodology, and qualitative and quantitative techniques.

**BB614 Organizational Management and Professional Communication** 3  
(3-0-12)

This course examines and analyzes principles of planning, organizing, leading and controlling the activities of organizations in a global environment, and discusses the concepts of motivation, interpersonal relationships, group dynamics, leadership, and organization culture in the context of both theory and practice. The emphasis is also on the effective use of written

and oral communication in management and executive functions, the development of negotiation skills, and presentations to customers, senior management, and executive boards.

**BB615 Entrepreneurship and Venture Management** 3  
(3-0-12)

This course is designed to develop skills in students that will allow them to commercialize business opportunities through new products, new services, new markets, or new organizational structures. The course also addresses the risks and problems faced by entrepreneurs in early growth stages of business ventures, and the critical success factors found in entrepreneurial activities. An interdisciplinary problem-solving approach with emphasis on case studies and plans for new business ventures will be employed.

**BB616 International Business Strategy** 3  
(3-0-12)

This course addresses a framework for understanding international business and emphasizes economic analysis of international business strategy. Aspects that will be covered will include trade policy, trade agreements, subsidies and protection, alternative modes of market entry, and strategic implications of comparative advantage and organization of the international business.

**BB617 Global and International Marketing** 3  
(3-0-12)

This course discusses the opportunities and challenges associated with the development and implementation of marketing strategy in international markets. The course is aimed at developing marketing concepts and skills in a global context. The topics will include global brand management, market entry strategies, and international marketing mix strategies including international pricing, advertising and promotion strategies. The emphasis is on comparing and contrasting between the marketing strategies for domestic markets and the marketing strategies for international markets.

**BB618 Cross Cultural Organizations** 3  
(3-0-12)

This course provides essential cross-cultural knowledge to the discipline of management, and a methodology to determine cross-cultural issues in international business management. It is aimed at increasing the awareness of the participant's own cultural assumptions, having respect for other managerial perspectives and increasing understanding of culture and its impact on management.

**BB619 Marketing Strategy** 3  
(3-0-12)

The course is aimed at providing students with the insights and skills necessary to formulate and implement sound marketing strategies in product planning and development, distribution and promotion, marketing research, and consumer behavior. The emphasis is on integrating marketing principles with overall objectives of the organization. The concepts and analytical techniques that facilitate marketing analysis and the development of strategic plans are also discussed

**BB620 Integrated Marketing Communications** 3  
(3-0-12)

This course examines the importance of coordinating and integrating a variety of marketing messages in a strategic marketing communication plan. The course focuses on strategic planning of the marketing communication mix that 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.

**BB621-623 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/Independent Study Courses**

**BB701 Independent Study – Topic in Business Administration 3**  
**credits**

This course is a self-study course under the supervision of an advisor on a topic agreed to by the M.B.A. committee.

**BB702 Research Methodology and Techniques 3**  
**(3-0-12)**

This course enables students to undertake their research project with an understanding of basic frameworks in research. The purpose of the course is to apply modern techniques used in the data analysis and to formulate the hypothesis of interest, design hypothesis testing, and interpret the results. The course covers research techniques for gathering information, developing a research proposal and evaluating research carried out by others.

**BB710 Thesis 12**  
**credits**