

Course Description

ACCT 204 - Principles of Financial Accounting

This is an introductory course in financial accounting which incorporates International Financial Reporting Standards (IFRS)/GAAP and emphasizes the use of accounting information in an ethical manner. Topics covered include: Basic accounting concepts and processes with particular emphasis on double entries; the accounting cycle; transaction analysis; accounting for assets, liabilities, owner's equity, expenses and revenues recognition, preparation of cash flow statements and ethical decision-making.

ACCT 205 - Principles of Managerial Accounting

This is the first course in cost/managerial accounting. It discusses a range of introductory managerial accounting topics such as cost measurement and terminology, costs systems; analyzing cost-volume-profit relationships, job order and process costing, operating budgets, standard costing, introduction to capital budgeting and ethical managerial accounting-related decision-making.

ACCT 311 - Managerial and Cost Accounting

This course extends topics studied in Principles of Managerial Accounting (ACCT 205), as well as covers topics; pricing decisions, and joint product costing. The course examines the application of Managerial Management Accounting concepts and skills in decision making, of contemporary management philosophies and techniques in relation to JIT, quality, transfer pricing, performance measurement and questions the relevance of various aspects of traditional management accounting for internal management decision.

ACCT 331 - Intermediate Accounting I

The aim of this course is to develop the learner's understanding of financial accounting that comprises complex topics related to measuring and reporting of cash, inventories, investments, property, receivables, revenue recognition principles, plant, and intangible assets, and equipment. Emphasis is placed on both accounting theory and practice and on the development of professional opinion and significant thoughts.

ACCT 332 - Intermediate Accounting II

In this course, students examine the liability and equity sections of the balance sheet. Topics include current and other liabilities; applications to long-term liabilities; dilute securities and earnings per share (EPS); income taxes; pensions and other employee future benefits; leases; accounting changes and error analysis; statement of cash flows; and full disclosure in financial reporting.

ACCT 352 - Taxation and Managerial Decisions

The objective of this course is to develop a sound conceptual and technical foundation for the study of federal tax system and thus provide students with the tools necessary to stay up to date with ever-changing tax laws, where these apply. The course will imbue students with sufficient understanding of the tax environment to identify important issues when evaluating business transactions.

ACCT 361 - Accounting Information Systems

This course discovers the study and development of accounting information systems. The focus is on business processes covering many industries with an emphasis on accounting data modeling and internal control. Special topics including Extensible Business Reporting Language (XBRL) and commercial systems are incorporated throughout the course.

ACCT 390 - Internship in Accounting

The Internship is designed for candidates on the undergraduate accounting major programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The initial induction and orientation takes place at the beginning of the internship, and will serve to introduce the student to real-world business practices, culture and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

ACCT 412 - Auditing

This course will cover: [1] Study and evaluation of internal control; [2] audit planning and assessment of risk; [3] audit evidence and documentation; [4] professional ethics; [5] Application of auditing and [6] audit report.

ACCT 444 - Accounting Project Based Internship

The accounting project-based internship course will provide students an experience of a self-employed work environment. The course will imbibe problem-solving skills and creative thinking among students. These life-long learning skills will enhance the employability skills of the students and their ability to become independent learners. The students will integrate the tools and concepts from the accounting specialization courses to develop strategies to solve problems. Through a coaching and mentoring process, the students would produce a project report, which will allow them to showcase their learning acquired during their four-year study.

ACCT 472 - International Auditing

This course discovers a broad overview of the global financial and accounting environment and addresses three areas: financial reporting, financial analysis, and planning and control of multinational enterprises. In addition therefore the course analyses how different businesses operating in global environments influence accounting practices.

ACCT 491 - Special Topics in Accounting

This is an advanced subject and seminar course which covers major applications of Classical/current issues in Accounting. The topics to be covered will vary and will be announced by the end of the first week of commencing the course.

BUAN 301 - Analytics for Decision Making

This course is an introductory survey course in business analytics and is geared towards providing a broad coverage of descriptive, predictive, and prescriptive analytics techniques and applications within a business context. The course aims to introduce students to foundational concepts, methodologies, and tools required to understand the emerging role of business analytics in organizations, with a focus on decision making for efficiency, profitability, and sustainability. Through hands-on practice tutorials and assignments, students will also be introduced to computer-based modeling approaches to facilitate formulation, resolution, and interpretation of the results, and the process of transforming data into actions.

BUAN 311 - Business Data Mining

Data Mining (DM) is the non-trivial process of extracting implicit, novel, and useful information from large volume of data. It has emerged as a unique combination of several fields of science and technology including statistics, database systems, computer programming, machine learning, and artificial intelligence. This course is designed to provide undergraduate students with an understanding of data mining techniques, including data pre-processing, classification, clustering and association rules, as well as their applications in business intelligence, customer relationship management, marketing, credit scoring, churn and survival analysis. The students will also be introduced to Big data and Big data analytics. Students gain hands-on experience with the Rapid Minder software application. The perform pre-processing and apply data mining techniques to analyze the selected data to discover useful and actionable patterns and information.

BUAN 312 - Visual Analytics

This course provides an in-depth view of working with data to extract and present valuable information. Students will learn to collect, clean, manipulate, analyze, and visualize data from various sources correctly and efficiently. Through hands-on application, students will gain an understanding of what problems can occur when dealing with a variety of data and what solutions exist. This course introduces data visualization as an analytical tool, a medium of communication, and the basis for interactive information dashboards. Students will learn best practices in data visualization, sharpen analytical skills, and learn how to design dashboards for use by stakeholders. Computing is a major component of this course, and students will learn a number of in-demand technical skills.

BUAN 390 - Internship in Business Analytics

The Internship is designed for candidates on the undergraduate business analytics major programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The initial induction and orientation take place at the beginning of the internship and will serve to introduce the student to real-world business practices, culture and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

BUAN 401 - Business Data Engineering

This course introduces students to the foundations of database management systems (DBMS), data warehousing fundamentals, practices, and technologies, and the challenges faced by businesses in managing large amounts of data and making meaningful use of this data for informed decision making. The course focuses on the basics of data pipelines, data pipeline flows and associated business use cases, and how organizations derive value from data and data engineering. Throughout the course, students will be introduced to various computing platforms for developing, deploying, configuring a wide range of data science applications for different business use-cases.

BUAN 411 - Business Intelligence & Big Data Analytics

As an intermediate-level course in business analytics, this course covers foundational theories and practices concerned with business intelligence and big data analytics. The course focuses on business applications of big data and provides an introduction to supporting technologies for big data analytics including MapReduce, Hadoop, Spark, and their ecosystems. The course also provides an introduction to the data analytics lifecycle to address business challenges that leverage big data. Examples of various types of BI use-cases for business decision-making will be discussed to allow students to identify and apply appropriate tools and methodologies to real-world business challenges and to facilitate data-driven decision-making.

BUAN 444 - Business Analytics Project Based Internship

The business analytics project-based internship course will provide students an experience of a self-employed work environment. The course will imbibe problem-solving skills and creative thinking among students. These life-long learning skills will enhance the employability skills of the students and their ability to become independent learners. The students will integrate the tools and concepts from the business analytics specialization courses to develop strategies to solve problems. Through a coaching and mentoring process, the students would produce a project report, which will allow them to showcase their learning acquired during their four-year study.

BUSN 301 - Business Communications

This course introduces fundamentals of business models and writing as a learning tool. The interrelationships between accounting, finance, information systems, marketing, and operations are the subject of several "learning by writing" deliverables. The course teaches business students effective methods for communicating business-related issues to clients, management, and fellow employees. (Writing Intensive Course)

BUSN 304 - Commercial Law

This course provides exposure to general legal environment of business, emphasizing government regulatory process, business ethics, and social responsibility. Regulatory topics include torts and crimes, product liability, intellectual property and cyber law, contracts, and issues related to employment and competition.

BUSN 306 - International Business

This course offers a multi-disciplinary approach to global economic issues from the viewpoint of managing international business. It introduces salient aspects of managing in a globalized environment, including consideration of theoretical concepts. It provides a practical treatment of political-economic aspects of international trade. The course discusses foreign direct investment, global monetary systems, and strategy formulation for international business.

BUSN 307 - Research Methodology

This course provides essential underpinning support for research elements of higher-level business courses. It allows candidates to make informed decisions and appropriate choices pertaining to research methodology. A range of business research tools, approaches and analytical techniques are discussed, and guidance is given on optimal structuring of research work in the business field, and the generation of research proposals.

BUSN 312 - Public Policy and Business Ethics

This course introduces the policy and ethical dimensions of business as they relate to the various stakeholders inside and outside the organization. It includes topics such as actors, institutions and ideas in the policy process, business ethical theory, ethical decision making, ethical leadership, ethical and policy dilemmas, corporate social responsibility, and environmental sustainability.

BUSN 390 - Internship

The Internship is designed for candidates on the undergraduate finance, marketing, human resource management and accounting programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The initial induction and orientation take place at the beginning of the internship and will serve to introduce the student to real-world business practices, culture, and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

BUSN 391 - International Internship

This course is designed for candidates on the Bachelor of Science in Business Administration to provide a field experience in which students are able to apply knowledge and skills gained through course work, and to demonstrate their capacity to function successfully in a professional setting. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues in international settings. Through this internship, the students will learn, and apply real-world management skills on an international level, and throughout the process, the student will complete the internship report to fulfil the course requirements. The vast majority of the work and value of this course, however, will come in the form of the international, intercultural, and interpersonal experiences gained throughout the period in the international workplace.

BUSN 498 - Strategic Management

This course is designed to help students apply functional knowledge gained from earlier courses and integrate these with more practical information and real-life experiences. The course takes the general management point of view, emphasizing the creation, implementation, and evaluation of strategy in organizations. Students adopt the viewpoint of upper management, strategize, and make essential "Big Picture" decisions, using standard strategic analysis frameworks. Students develop expertise in the analysis of complex business situations and in clearly presenting strategic findings both orally and in writing.

FNAN 300 - Principle of Business Finance

This course teaches students the fundamental principles of finance. It covers the financial decisions that financial managers should make to maximize shareholders' wealth or a firm's value. These financial decisions include investment, financing, dividend, and working capital decisions. Students are taught how to apply financial theories to real life financial situations, financial ratio analysis, time value of money, stock valuation, bond valuation, capital budgeting and risk and return. It also discusses the difference between profit maximization and shareholders' wealth maximization. The course entails calculations and arriving at conclusions that help financial managers make financial decisions and measure financial performance.

FNAN 303 - Financial Analysis, Forecasting, and Valuation

This course teaches students a range of techniques for examining, analyzing, and interpreting financial statements, and applying the information for both forecasting and making operational or a strategic financial decision that maximize a firm's value. The course aims at providing comprehensive understanding of the role of financial statements play and their impact on financial decision-making. Topics covered in this course

include financial statement analysis, analysis of risk and return, development of financial models, financial forecasting, and firm valuation.

FNAN 304 - Principles of Risk Management and Insurance

This course introduces students to the techniques of risk management and insurance. The course also discusses the theory and application of risk and insurance to real world financial decisions. Different disciplines define risk differently. However, in finance, we define risk as the possibility or chances of not achieving the firm's set objective of maximizing shareholder wealth or firm value. Students will study how financial managers identify, measure, control, and monitor risk in order to eliminate, reduce, transfer or avoid it in their operational and strategic financial decision-making.

FNAN 321 - Financial Institutions

The course examines the functions of financial institutions with particular references to industry structure and regulatory environment. It analyses decision variables that management should concentrate on to achieve objectives. Topics include types of financial institutions, the structure and functioning of financial institutions, regulation of financial institutions, measuring and managing the risk financial institutions are exposed to, and liquidity and liability management.

FNAN 390 - Internship in Finance

The Internship is designed for candidates on the undergraduate finance major programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The initial induction and orientation take place at the beginning of the internship and will serve to introduce the student to real-world business practices, culture and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

FNAN 401 - Advanced Financial Management

The course analyzes financial decision-making in firms. It emphasizes the conceptual structure of problems and the use of advanced analytic techniques. The topics covered include investment decisions, financing decisions, dividend decisions, working capital management, current asset management, capital structure, and corporate planning models.

FNAN 411 - Investment Analysis and Portfolio Management

This course focuses on analysis and valuation of investment alternatives and strategies. It will mainly focus on classifying investment alternatives and examining how investors allocate their financial assets and manage their portfolio. The course analyzes modern techniques of portfolio management including evaluating standards for selecting individual securities to include or remove from portfolio. The course also discovers risk-return analysis for portfolio, and portfolio performance measures. The course is practically oriented, but also aims to equip students with conceptual and theoretical background of investment analysis and portfolio management.

FNAN 412 - Futures and Options Markets

This course demonstrates the theoretical and practical aspects of derivative securities and their applications in financial risk management. Over the past few decades, the use of derivatives to manage financial risk has been increasing tremendously. The main goal of this course is to enhance students' knowledge and skills on the use of derivative securities and application of derivative trading strategies in financial risk management. The course emphasizes on the understanding of the features and functions of different derivative securities, and the operation of the derivative market. Topics covered include an overview of the derivative securities, the mechanics of forwards, futures, swaps and options, hedging, option trading strategies, valuation of derivative securities, option Greeks and Volatility smiles.

FNAN 421- Money and Capital Markets

This course illustrates the conceptual and real-world applications of the functions and operations of the money and capital markets. The course starts with an introduction of the financial system and proceeds with a detailed analysis of the functions of the central bank, demonstrates the interest rates behaviors and

term structure, emphasizes the practical applications related to the function, operation and performance of money and capital markets and the instruments traded within. The course also develops an analytical framework to understand the factors that affect the performance of the financial market with a special emphasis on financial regulations and financial crisis. It also discusses the importance of the mortgage and foreign exchange markets in the financial system. These issues are presented within a unified framework intended to encourage critical thinking and problem-solving skills of students.

FNAN 431 - International Financial Management

The course focuses on the management of contemporary financial operations of international corporations. The topics include foreign exchange risk, political risk, returns and risks of international projects, international money and capital markets, financial accounting, capital structure, and cost of capital.

FNAN 444 - Finance Project Based Internship

The finance project-based internship course will provide students an experience of a self-employed work environment. The course will imbibe problem-solving skills and creative thinking among students. These life-long learning skills will enhance the employability skills of the students and their ability to become independent learners. The students will integrate the tools and concepts from the finance specialization courses to develop strategies to solve problems. Through a coaching and mentoring process, the students would produce a project report, which will allow them to showcase their learning acquired during their four-year study.

HTMT 311 - Survey of the Hospitality & Tourism Industry

A survey of the history, trends, organizational structure, and economic impact of the hospitality and tourism industry on UAE economy. Some study of the problems originating in the operation and management of various segments of the hospitality industry in UAE will be introduced.

HTMT 312 - Sustainable Tourism

The course will introduce the issues associated with the sustainable management of destinations and tourist attractions. Students will: learn the variety of ways that sustainability can manifest in the hospitality and tourism industry in UAE; understand the roles of international stakeholders involved in sustainable tourism; analyze case studies in key areas related to social, economic, and environmental impacts and consequences; and learn broad perspectives on how tourism relates to ecosystems, poverty, health, education, and social equity.

HTMT 321 - Hospitality Operations I - F&B Management

This course involves the concepts and applications of management in food and beverage operations in various types of hospitality firms across UAE. Topics such as menu development, beverage management, catering, service, sanitation, foodservice design, and cost controls will be presented. Management approaches will be developed to provide quality products and services.

HTMT 322 - Hotel Operations

This course will offer a thorough overview of the management of various lodging properties, taking a generalist view of lodging management, moving from department to department in a typical hotel. While this course will be general in nature, we will take a much more strategic perspective, identifying and considering issues of concern to general managers of all types of lodging properties, with a particular focus on profit maximization (yield/revenue management) and distribution channel management. As such, we will consider the broader political, economic, social, and technological environments and trends and their impact on lodging operations. For example, the recent global economic downturn has had a devastating effect on the lodging industry. Thus, the recession will form a basic issue that we will deal with throughout the semester.

HTMT 390 - Internship in Hospitality and Tourism Management

The Internship is designed for candidates on the undergraduate hospitality and tourism management major programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The

initial induction and orientation take place at the beginning of the internship and will serve to introduce the student to real-world business practices, culture and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

HTMT 411 - Destination Management

The course will introduce the various issues associated with the management of a convention visitor's bureau (CVB). The course will analyze the mission, structure, and business activities of organizations that develop and promote a complex tourism destination in UAE. This includes the management functions of membership services, visitor services, financial and marketing concerns, research activities, and the strategic planning and evaluation of these efforts. Topics covered will include developing the following consumer segments: meetings/conventions, pleasure/tours, and festivals/special events.

HTMT 412 - Meetings and Conventions

A course dealing with the many issues impacting the management of large convention and exposition centers. The course is taught from an organizational marketing base. Topics include meeting site selection, program planning and budgeting, legal issues and insurance problems, housing, food and beverage arrangements, transportation, exposition management, and audio-visual services."

HTMT 444 - Hospitality & Tourism Management Project Based Internship

The hospitality and tourism management project-based internship course will provide students an experience of a self-employed work environment. The course will imbibe problem-solving skills and creative thinking among students. These lifelong learning skills will enhance the employability skills of the students and their ability to become independent learners. The students will integrate the tools and concepts from the hospitality and tourism management specialization courses to develop strategies to solve problems. Through a coaching and mentoring process, the students would produce a project report, which will allow them to showcase their learning acquired during their four-year study.

MGHR 301 - Human Resource Management

This course is a broad survey of key areas of human resources management, designed to provide line students wishing to become future supervisors and/or staff human resource specialists with a thorough understanding of the role of human resource management and the techniques available to management in making effective use of the human resources of an organization. The material is delivered from the perspective of HRM practice in both the UAE/GCC and internationally.

MGHR 302 - Compensation Management

The Compensation Management course focuses on the theories underlying direct compensation and reward systems in organizations, and the practical administrative practices used to implement such systems, with particular reference to the UAE/GCC sub-region. Compensation management practices, including the analysis and evaluation of jobs, criteria and procedures for determining wage levels, individual wage determination, forms of pay, and incentive systems will be covered.

MGHR 304 - Human Resource Recruitment and Selection

The Human Resource recruitment and selection course focuses on employee staffing, training, and development processes in organizations. Topics covered include human resource planning, job analysis for selection, multiple recruitment and selection methods are investigated, and the course looks in detail at how these HRM elements are typically implemented in the UAE/GCC region. Through a blend of theory and application, the course introduces students to a wide range of issues, principles, practices and trends in recruitment and selection.

MGHR 390 - Internship in Human Resource Management

The Internship is designed for candidates on the undergraduate human resource management major programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The initial induction and orientation take place at the beginning of the internship, and will serve to introduce the

student to real-world business practices, culture and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

MGHR 403 - Cross Cultural and International Human Resource Management

The course introduces students to the field of international human resource management (I-HRM). Topics covered include: HR planning for international operations, the impact of national cultures on I-HRM, including standardized cultural models; Divergent and Convergent International-HRM practices; Integration versus Differentiation; International people-resourcing; HR cultural adaptation and adoption issues; Organizational Culture and I-HRM practice; comparative I-HRM studies featuring country comparisons. A number of contemporary I-HRM models are also discussed and utilized, with particular reference to I-HRM within and out of the UAE/GCC.

MGHR 431 - Employee Relations

The course is aimed at students who are interested in pursuing a career in human resource management. The course focuses on legal and regulatory issues that affect employee relations in the GCC and UAE. Students will compare and contrast policies and procedures related to employee benefits and possible labor violations. They will also examine the core issues and applications of UAE/GCC labor regulations in managing employee relations. At the end of this course, students will have developed an understanding of individual and collective labor relations in the UAE/GCC region and the appropriate methods of dealing with employee disputes.

MGHR 444 - HRM Project Based Internship

The HRM project-based internship course will provide students an experience of a self-employed work environment. The course will imbibe problem-solving skills and creative thinking among students. These life-long learning skills will enhance the employability skills of the students and their ability to become independent learners. The students will integrate the tools and concepts from the HRM specialization courses to develop strategies to solve problems. Through a coaching and mentoring process, the students would produce a project report, which will allow them to showcase their learning acquired during their four-year study.

MGHR 461 - Diversity in Organizations

The course enables the student to understand the role of diversity in human affairs particularly in the workplace. The course discusses and analyzes the role of diversity in the workplace, along with the procedures and practices of diversity management. Students will be able to apply these concepts to discussions of specific dimensions of diversity, including gender, race-ethnicity, sexual orientation, religion and disability. It also offers students the opportunity to develop their critical thinking on topics such as identity, relationships across difference and bias, and equality of opportunity in organizations around the world and how they relate to organizational issues of equality of opportunity, inclusion, and effectiveness.

MGHR 462 - Strategic Human Resource Management

This course will explore the contribution strategic Human Resource Management (HRM) makes towards the development and support of sustainable organizational strategies. On successful completion of this unit students will have the confidence to contribute to strategic decision-making in an HR context. This will be based on strong theoretical and applied foundations which will add value to an organization's HR function and role.

MGHR 463 - Negotiations in Organizations

This course focuses on developing the conflict management and negotiating skills of the learner. By the end of this course, the learner will be able to evaluate negotiation situations, strategize and plan upcoming negotiations, and engage in more effective negotiations. The course content will contextualize conflict management and negotiation to the local UAE/GCC environment, looking at cross-cultural influences. Consequently, to assist the learner in developing effective negotiation and conflict management skills, this course emphasizes experiential learning through student participation in a variety of exercises and role-plays.

MGHR 464 - Training and Development

The purpose of this course is to provide students a firm understanding of human resource training and development systems in today's business environment. A constant theme setting the foundation for this course will be on the various kinds of change facing organizations, with a focus of UAE/GCC organizations, and how these changes relate to human resource training and development. Topics will cover assessing training needs, developing and delivering training, evaluating training outcomes, career planning and career management. Aspiring HR professionals will gain essential knowledge to effectively manage employee training and development systems in a variety of companies. The course looks in detail as to how these HRM elements are typically implemented in the UAE/GCC region.

MGMT 301 - Principles of Management

This course presents essential management theories and concepts. It examines the nature of managerial work under a range of business models and under rapidly changing business conditions. Managerial functions and activities such as planning, organizing, leading, and controlling are examined in depth, and in the context of current organizational practices and scenarios.

MGMT 401 - Organizational Behavior

This course applies essential organizational behavior and leadership theories and concepts to organizational practices. It examines the complexities of human behavior in a range of organizational work settings under rapidly changing business environment. Individual personality, group/team dynamics, motivation, performance, communication, and leadership concepts are examined in depth, and in the context of current organizational practices.

MIST 301 - Introduction to Business Information Systems

This course introduces fundamentals of computer hardware, software, networking, Internet and its technology components. The discussions are centered on the role of technology in contemporary business, and include basic relational storage concepts, with hands-on experience in building business database applications and web sites.

MKTG 301 - Principles of Marketing

This course examines marketing principles, concepts, strategies, tactics, and analytical tools used by profit and nonprofit organizations to market ideas, products, or services to selected target groups. The course emphasizes how to promote, distribute, and price firm's offerings in dynamic economic, social, political, and international environments.

MKTG 311 - Sales Management

The course familiarizes students with marketing –sales interfaces including sales force role and capabilities, personal selling strategies, organizational relationships, and responsibilities of sales managers including training, motivating, and evaluating sales force.

MKTG 312 - Consumer Behavior

The Consumer Behavior course studies the purchasing behavior of consumers and the exchange process involved in acquiring, consuming and disposing of goods, services, experiences and ideas. In this course students learn to deal with an unstructured situation by the usage of a buyer decision – making model and buyer behavior concepts enabling them to identify important considerations and their possible resolutions.

MKTG 313 - Integrated Marketing Communications

This course involves an in-depth study on the application of advertising and other forms of marketing communication with an emphasis on their role in marketing planning. The course includes a study of the identification of relevant data to analyze the marketing situation, the development of a product position, marketing and marketing communications objectives, creative strategy, media planning, and evaluation. This is an applied course that utilizes real-world examples, course materials, and project assignments whenever possible in order to allow students to gain practical experience related to the course topics.

MKTG 332 - Retailing and E-Commerce

Examination of retailing as a specialized economic and social institution within the distribution process and as it relates to society, fashion, and overall marketing activities. The planning and implementing of store

and non-store (catalog, Internet) retail marketing strategies are addressed. Critical decision alternatives, variables, forces, and processes are considered from a managerial perspective. This is an applied course that utilizes real-world examples, course materials, and project assignments whenever possible in order to allow students to gain practical experience related to the course topics.

MKTG 351 - Marketing Research Techniques & Applications

The course introduces the student to tools used in marketing research which are both quantitative and qualitative. Quantitative tools used are questionnaires, experiments, and conjoint analysis and qualitative tools used are focus groups and interviews. In the process, both primary and secondary research may be used. The course emphasizes problem formulation skills and takes a managerial perspective on research methodology that focuses on the kinds of decisions that each method can support. This is an applied course that utilizes real-world examples, course materials, and project assignments whenever possible in order to allow students to gain practical experience related to the course topics.

MKTG 390 - Internship in Marketing

The Internship is designed for candidates on the undergraduate marketing major programs. It lasts for eight weeks (240 hours), and provides exposure to business practices and issues, in appropriate settings. Candidates will typically opt to carry out internship with local UAE-based companies. The internship program is viewed as a "steppingstone" for a career in the field of the student's major. Students will receive orientation, induction, and relevant on-the-job training during their internship. The initial induction and orientation take place at the beginning of the internship, and will serve to introduce the student to real-world business practices, culture and management, and provide them with a knowledge base to draw upon throughout the remainder of the internship.

MKTG 407 - International Marketing

The course is multidisciplinary approach to international marketing from viewpoint of business management, examines major marketing issues affecting companies operating in a global environment. Students understanding of economics, political and cultural differences among nations as they affect marketing opportunities and operations and develop skills to identify international marketing opportunities.

MKTG 412 - Marketing of Services

This course introduces the student to various aspects of Services Marketing. Specifically, the course examines the unique characteristics of services marketing, management and evaluation of service quality, techniques for service recovery and improvement, and services marketing in global environments. Particular emphasis is placed on analyzing the service encounter and the perception of service quality by service recipients and the service providers. This is an applied course that utilizes real-world examples, course materials, and project assignments whenever possible in order to allow students to gain practical experience related to the course topics.

MKTG 444 - Marketing Project Based Internship

The marketing project-based internship course will provide students an experience of a self-employed work environment. The course will imbibe problem-solving skills and creative thinking among students. These life-long learning skills will enhance the employability skills of the students and their ability to become independent learners. The students will integrate the tools and concepts from the marketing specialization courses to develop strategies to solve problems. Through a coaching and mentoring process, the students would produce a project report, which will allow them to showcase their learning acquired during their four-year study.

MKTG 471 - Marketing Strategy

The course emphasizes managerial aspects of marketing, including developing marketing strategies and plans, and integrating specific elements of marketing process. The course additionally places stress on case analysis, as a means for learning the material and for students to develop problem-solving, group work, judgement, and decision-making skills. This is an applied course that utilizes real-world examples, course materials, and project assignments whenever possible in order to allow students to gain practical experience related to the course topics.

OPMT 301 - Operations Management

The course examines principal aspects of organizational operations in various settings. It emphasizes the application of planning and decision-making activities associated with managing operations, with particular focus on production and service operations. It uses analytical models to describe key operations planning and control activities.

OPMT 311 - Methods and Models of Management Science

This is a course in applied operations research for business management. Business situations are represented by analytical mathematical models solved by the effective application of the methods mathematical programming and probabilistic process analysis. This course introduces operation research and management sciences techniques for supporting business management decisions. Specific mathematical programming and probabilistic topics include linear programming, transportation models, network flow models, decision analysis, inventory models, queuing models, and Monte Carlo simulation.

OPMT 405 - Supply Chain Management

A comprehensive study of the concepts, processes, and strategies used in the development and management of global supply chains. Supply-chain management (SCM) is a systems approach to managing the entire flow of information, materials services from raw material suppliers through factories and warehouses to the final end-customer. SCM represents a philosophy of doing business that stresses processes and integration. Specific topics include global supply chain management, procurement, electronic commerce, information technologies, and logistics activities. This course will be taught through the use of textbook materials, outside readings, and case analysis.