

# Master of Business Administration (General)

## Course Descriptions

### **MBA 510 Financial Accounting**

**Cr Hrs: 3 Prerequisite: MBA 511 Grad Scheme: Letter**

At the end of this course, students will be able to read, analyze and interpret financial data, appreciate the financial consequences of their decisions and make informed business decisions. In this course, students will study the assumptions and concepts underlying financial reporting, the basic accounting equation and how it is affected by financial transactions, the accounting cycle, accounting adjustments, and constructions and interpretations of financial statements: the income statement, balance sheet, owners' equity statement, and cash flow statement. *Core Course.*

### **MBA 511 Quantitative Analysis**

**Cr Hrs: 3 Prerequisite: None Grad Scheme: Letter**

At the end of this course, students will be able to explain introductory quantitative and optimization methods and their application in business, demonstrate the uses, capabilities, and limitations of various mathematical models and statistical procedures for exploring, summarizing and presenting data, as well as interpret the results of statistical procedures and tests to make informed decisions based on data, using analyses enabled by MS Excel. *Core Course.*

### **MBA 512 Marketing Management**

**Cr Hrs: 3 Prerequisite: None Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate the application, analysis, and synthesis of marketing management concepts and strategies. Within this context, a student will demonstrate and evaluate current approaches in marketing, marketing research, consumer decision making, the marketing environment, marketing information system, product management, pricing decisions, distribution systems, integrated marketing communications, and managing the marketing effort. Key strategic marketing concepts and processes are emphasized using lectures, case studies, client presentations, development of individual/team marketing plans, and a sophisticated marketing simulation game. *Core Course.*

### **MBA 513 Managerial Economics**

**Cr Hrs: 3 Prerequisite: None Grad Scheme: Letter**

At the end of this course, students will be able to explain the relationship between the economic environment and business operations, apply microeconomic principles, including supply and demand, elasticity and their implication for product pricing strategies, analyse a range of macroeconomic variables including inflation, unemployment and economic growth as well as fiscal and monetary policy tools. *Core Course.*

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### **MBA 514      Organisational Behaviour**

**Cr Hrs: 3      Prerequisite: None      Grad Scheme: Letter**

At the end of this course, students will be able to synthesize relevant scholarly knowledge to explain and evaluate solutions to OB challenges manifested at the level of individual behavior, interpersonal or group behavior, or at an organization-wide level. In addition, they will be able to apply and analyze knowledge from all three levels of analysis (individual, group, organization) to interpret, justify, and/or evaluate behavior in simulated or live organizational applications. *Core Course.*

### **MBA 515      Business Analytics**

**Cr Hrs: 3      Prerequisite: MBA 511      Grad Scheme: Letter**

The objective of this course is to deepen students' understanding of basic tools, concepts, and methodologies related to business analysis and also to enhance students' critical thinking and analytical skills. Students will learn to use computer tools including Excel, STATA, SPSS, COGNOS and/or TABLEAU in applying statistical methodologies related to applied problems commonly encountered in today's business environment. In addition, the course will enhance students' abilities to present complex business topics to diverse audiences and help integrate quantitative business analytics into their decision-making. *Core Course.*

### **MBA 516      Managerial Finance**

**Cr Hrs: 3      Prerequisite: MBA 513      Grad Scheme: Letter**

At the end of this course, students will be able to analyze the best ways to use the capital to improve future opportunities to earn money and minimize the impact of financial shocks. They will also be able to apply key principles, such as financial statements and firm's cash flow analysis, interest rates and required returns, long-term investment decisions using capital budgeting techniques, short-term financial decision and working capital management, valuation, capital structure, and dividend policy. *Core Course.*

### **MBA 518      Human Resource Management**

**Cr Hrs: 3      Prerequisite: MBA 514      Grad Scheme: Letter**

At the end of this course, students will be able to explain and appraise key principles and practices for line managers and HRSM practitioners to manage people and performance across organizations. They will also be able to evaluate HRSM principles and practices for competitive relevance and strategic coherence. Topics covered include strategic HRSM, HRS planning, talent management, training & development, rewards & motivation, workplace effectiveness & commitment. *Subject Core Course.*



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## Course Descriptions

### **MBA 519 Strategic Management**

**Cr Hrs: 3 Prerequisites: Seven MBA core courses Grad Scheme: Letter**

At the end of this course, students will be able to compare and contrast organizations' internal characteristics and external competitive environments to create coherent and competitive strategic plans. In addition, they will be able to analyze and apply business factors to compile a strategic management plan for competitive advantage. *Core Course.*

### **MBA 522 Operations Strategy**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

At the end of this course, students will be able to organize people and resources to gain a competitive advantage in the delivery of goods and services. This course approaches this challenge primarily from two perspectives: (1) how should a firm profitably offer its products; (2) how can a firm best organize and acquire resources to deliver its portfolio of products to customers. Topics covered in this course include capacity & location planning, resource planning, scheduling, supply chain, forecasting, inventory control, and quality assurance. *Core Course.*

### **MBA 528 Managerial Accounting**

**Cr Hrs: 3 Prerequisite: MBA 510 Grad Scheme: Letter**

At the end of this course, students will be able to understand the role of accounting information systems in management decision-making and strategy execution, operational support, and enhancing organizational effectiveness and competitiveness. In this course, students will learn how business managers can use cost behavior and cost analysis to plan and control the cost and profitability of their products, services, and customers. Students will also learn how managers use financial and nonfinancial information to improve processes, align target-setting, decision-making and performance evaluation with the strategies and value drivers of their firms and design and develop new products, and motivate employee performance.

### **MBA 530 Managing Strategic Business Projects**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to apply project management principles and processes to effectively manage the implementation of business initiatives and projects and their alignment with organizational performance improvements and strategic objectives. The students will also be able to evaluate the impact of interrelated processes on project management, such as stakeholder management, leadership, triple constraints, and earned value management.

## Course Descriptions

### **MBA 532 Supply Chain Management**

**Cr Hrs: 3 Prerequisite: MBA 522 Grad Scheme: Letter**

At the end of this course, students will be able to address the activities involved in the management of the chain of supplies. Major processes to manage the flows of goods and information through core functions such as procurement, supplier development, demand management, and distribution are introduced with the objective of achieving a sustainable competitive advantage and optimizing the value perceived by customers and the long-term performance of the firm and the supply chain as a whole.

### **MBA 534 Leading Organisational Change**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to analyze the role that organizational cultures and a variety of formal organizational arrangements play to facilitate or impede organizational change and renewal. Students will also apply (and evaluate the application of) principles and processes of change management in contemporary business organizations.

### **MBA 535 Applied Business Research Project**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

At the end of this course, students will be able to apply relevant research skills to meet the requirements of a systematic research plan which has been agreed by the student and supervisory faculty member and approved by the MBA Office, verifying that the plan matches relevant programme requirements. Applied Business Research Projects related to the following fields of MBA study: Economics, Finance, Management, Accounting, Project Management, Operations Management, Human Resource Management, Strategy, E-business, Health Management, Entrepreneurship, and Marketing.

### **MBA 538 Entrepreneurship and Innovation**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to develop an entrepreneurial orientation towards sustainable business growth. They will also be provided with an integrated and practical approach to bringing innovation to market. In addition, they will be able to examine the creative process of innovation and introduce techniques that creatively solve problems and promote inventive solutions.



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## Course Descriptions

### **MBA 540 Islamic Finance**

**Cr Hrs: 3 Prerequisite: MBA 516 Grad Scheme: Letter**

This course introduces and explains the basic pillars of Shari'ah Law as applied to finance and explores its various interpretations and highlights best practice. The course emphasizes the functions of the Islamic Financial System, including products and services such as Murabaha, Mudarabah, Musharakah, Bai Salam, Istisna, Ijarah, Sukuk and other instruments.

### **MBA 541 HRS Planning, Recruitment & Selection**

**Cr Hrs: 3 Prerequisite: MBA 518 Grad Scheme: Letter**

At the end of this course, students will be able to analyze and evaluate the principles and models of strategic HR planning, recruitment, and selection. They will also be able to develop action plans for managerial application of effective strategic HRS planning, recruitment and selection in the workplace, relevant to KSA workplaces and individual attraction, motivation, and retention.

### **MBA 542 Contemporary Economic and Financial Issues**

**Cr Hrs: 3 Prerequisite: MBA 513 Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate a global perspective, awareness, and understanding of current economic issues while applying advanced economic theory and knowledge to a selection of current economic and financial issues in society.

### **MBA 543 Internet Marketing Strategy**

**Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate the implementation and synthesis of marketing techniques that are particular to the Internet and other related technologies. Within this context, students will demonstrate and explore the marketing mix over the Internet, online consumer behavior, online marketing research, website developments, legal and ethical issues, and social media marketing. Understanding these aspects is necessary to develop successful Internet marketing techniques in the era of the internet revolution.



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## Course Descriptions

### **MBA 544 Financial Statement Analysis & Security Valuation**

**Cr Hrs: 3 Prerequisite: MBA 510 Grad Scheme: Letter**

The objective of this course is to provide students with a comprehensive understanding of financial statement analysis fundamentals and valuation. Students will learn tools and techniques used to evaluate a firm's past performance, make a judgment about its earnings quality, determine its current financial position, examine the underlying accounting assumptions, forecast its future prospect and estimate its fundamental value. The core emphasis of this course is on using financial statement analysis for equity valuation purposes. Using a practical approach, students will apply methods of fundamental analysis and equity valuation to publicly traded Saudi and regional companies.

### **MBA 545 Independent Study**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate relevant learning outcomes to meet the requirements of a learning plan which has been agreed by the student and supervisory faculty member, and approved by the MBA Office and the Dean, verifying that the plan matches relevant graduate programme requirements. The following fields of MBA study are applied in Independent Study: Economics, Finance, Management, Accounting, Project Management, Operations Management, Human Resource Management, Strategy, E-business, Health Management, Entrepreneurship, and Marketing.

### **MBA 546 Comparative Management**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to analyze, compare, and then evaluate the contextually appropriate application of management approaches from a variety of international settings into their local environments. They will also be able to design and apply a comparative benchmarking process to differentiate and reconstruct relevant management responses for local application.



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### **MBA 547 Contemporary International Management Issues**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate their ability to responsibly gather intelligence about specific contemporary international business and/or managerial topics. They will also analyze the opportunities and threats posed by these topics and respond with locally relevant recommendations and strategies.

### **MBA 549 Corporate Finance**

**Cr Hrs: 3 prerequisite: MBA 516 Grad Scheme: Letter**

This course analyses theoretical issues and practical applications in corporate finance. Topics include capital structure, liquidations preferences as suggested by agency models, pecking order theory, timing models, dividend policy, two fund separation theorem, convertible securities, initial public offerings, mergers and acquisition, and capital budgeting. *Subject Core Course.*

### **MBA 550 Service Marketing Management**

**Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate how they use the relevant body of marketing knowledge to develop, implement, and evaluate the effectiveness of the design of marketing programs in the service sector, such as bank/financial intuitions, healthcare, education, tourism, consultancy/training, insurance, and telecommunications.

### **MBA 551 Derivative Securities**

**Cr Hrs: 3 Prerequisite: MBA 549 Grad Scheme: Letter**

This course is designed to expand students' understanding of derivative-related financial instruments and their use in investment and corporate finance situations. The course focuses on the practical applications of these instruments for speculation and tactical asset allocation strategies. Valuation models are explored and used within an arbitrage framework. The course develops basic mathematical tools necessary for analysis and pricing and covers forwards, futures, options, swap contracts, hedging, and derivatives-pricing models. *Subject Core Course.*



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## Course Descriptions

### **MBA 553 Bank Management**

**Cr Hrs: 3 Prerequisite: MBA 516 Grad Scheme: Letter**

This course is designed to provide techniques for the financial management of commercial banks. Topics include risk management strategies based on industry structure, interest-rate risk, duration, lending practices, and international banking rules and regulations. It also covers capital management and financial gap analysis. The purpose and functions of central banking are also studied with attention to monetary targets and policies. *Subject Core Course.*

### **MBA 555 Corporate Governance, Business Ethics, and Corporate Social Responsibility**

**Cr Hrs: 3 Prerequisite: MBA 510 Grad Scheme: Letter**

The course to develop an understanding of the underlying concepts of corporate governance, business ethics, and corporate social responsibility which are relevant to the contemporary business environment. It is designed to foster candidates' of the ethical influences on economic, financial, managerial and environmental aspects of the business. The course further aims to develop candidates' ability to critically analyze ethical issues in business. The course review different regulatory processes essential to the understanding of the principles of corporate governance in Saudi Arabia, the region and Europe.

### **MBA 558 Value Innovation Strategy**

**Cr Hrs: 3 Prerequisite: MBA 538 Grad Scheme: Letter**

At the end of this course, students will be able to explain the challenges and shortcomings of conventional strategy and develop a foundation for competing using value innovation strategy. They will also be able to explain key concepts, frameworks, and tools of value innovation strategy, apply the fundamental methodology for creating and capturing new market space, and analyze the logic and methods that are common to strategic moves in business settings.



## Course Descriptions

### **MBA 560 Healthcare Management**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to explain the foundations of healthcare management - as a discipline and a management process. They will analyze and evaluate the ethical and legal considerations of healthcare decisions. In addition, they will be able to demonstrate an understanding of the healthcare system, policies, healthcare quality, patient safety and decision-making in hospitals and healthcare organizations. *Subject Core Course.*

### **MBA 561 Investments and Portfolio Theory**

**Cr Hrs: 3 prerequisite: MBA 510 Grad Scheme: Letter**

This course provides comprehensive coverage of Portfolio theory. It aims to provide students with basic knowledge about how financial assets can be combined to give an optimal level of return, given the risk. The course covers both theoretical pricing models for financial assets, methods for evaluating the results of portfolio management, topics related to market efficiency. *Subject Core Course.*

### **MBA 562 Financial Econometrics**

**Cr Hrs: 3 prerequisite: MBA 515 Grad Scheme: Letter**

This course provides an introduction to basic principles and tools of econometrics using finance theories and their empirical applications. Students conduct applied and relevant financial research using appropriate statistical software such as SPSS and Eviews while covering essential theoretical concepts and statistical tools. The course will cover the fundamentals of probability, statistics, and regression analysis, as well as ARCH and GARCH models and other techniques appropriate for financial modeling.

### **MBA 565 HRS Development and Performance**

**Cr Hrs: 3 Prerequisite: MBA 518 Grad Scheme: Letter**

At the end of this course, students will be able to explain, assess, and leverage training and development to maximize workforce performance, improve organizational effectiveness, and increase the attractiveness of the organization by offering the benefits of skill acquisition and intellectual capital development.



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## Course Descriptions

### **MBA 570 Risk Management**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

This course is designed to be an introduction to the concepts, theories and practical applications associated with the measurement and management of financial risk, interest rate, and exchange rate risks. The unit introduces students to forward markets, futures markets, and options markets as a means of reducing financial risk.

### **MBA 573 Applied Econometrics**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

At the end of this course, students will be able to analyze economic data, using real-world data and applying statistical and mathematical methods with the purpose of giving empirical content to economic theory – either verifying it or refuting it. Students will also be able to evaluate economic/financial theories and their empirical applications.

### **MBA 574 Global Economics**

**Cr Hrs: 3 Prerequisite: MBA 513 Grad Scheme: Letter**

At the end of this course, students will be able to demonstrate their comprehension of macroeconomic theories, models, tools of analysis and applications to assess the impact of the dynamic global business environment on their business decisions. Students will also be able to analyze the global effects of monetary policy and fiscal policy using real-life macroeconomic data while distinguishing between economic policy decisions during crises. Analytical tools will be applied to analyze global economic data for right business decisions.

### **MBA 575 Negotiations**

**Cr Hrs: 3 Prerequisite: MBA 514 Grad Scheme: Letter**

At the end of this course, students will be able to apply a variety of negotiation practices, using role-playing simulations that address distributive, integrative, team-based, and multi-party negotiations. They will also evaluate conflict, ethics, and dispute resolution from the perspectives of a negotiator and also as a third party.

## Course Descriptions

### **MBA 580 Consumer Behaviour and Insights**

**Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter**

This course examines theories and research findings from the behavioral sciences, consumer evaluation of purchasing alternatives and decision making, and the marketing organization's role in influencing those decisions. Participants are required to complete advanced readings from consumer behavior literature, develop an empirical study examining a specific topic in consumer research, and present it to their fellow students.

### **MBA 581 Managerial Decision Making**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

This course is designed to make you a better managerial decision maker. It helps to recognize the decision problem, how to represent/model its essential structure, and how to analyze the problem with the formal and informal tools grounded in decision theory. It provides students with the skill to think effectively about the inputs into a decision analysis, whether to trust the analysis and how to use the outputs to guide actions by themselves and their firms. Case studies are heavily used.

### **MBA 582 Total Quality Management**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

The many factors that affect the quality of products and services comprise the broad subject called total quality management or TQM. The goal of this course is to familiarize students with all aspects of TQM and to provide them with the knowledge they need to become designers of, and participants in, TQM programs. The topics covered in this course include strategic quality planning, organization structure for quality, quality in design and processes, statistical tools for quality assurance and process management.

### **MBA 590 Real Estate Analysis**

**Cr Hrs: 3 Prerequisite: MBA 516 Grad Scheme: Letter**

At the end of this course, students will be able to gain a broad overview of real property concepts and characteristics, legal considerations, influences on real estate values, types of value, economic principles, market area analysis, investment and financing issues, brokerage, and management. Special emphasis will be given to the changing roles of real estate executives and professionals, methods of creating economic and social value and the dynamics of emerging markets.



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### **MBA 591 Insurance**

**Cr Hrs: 3 Prerequisite: MBA 515 Grad Scheme: Letter**

This course will present risk exposures with respect to individuals and firms. A wide variety of risk reduction techniques will be studied including life, property and casualty insurance. It explores topics related to liability insurance, health insurance, employee benefits, social insurance, legal principles, and functional and financial operations of insurers. In addition, the course will examine the problems faced by insurers, such as reinsurance and investment policy.