

Marketing

Course Descriptions⁺

Course Title: Introduction to Business

Code: BUS 100

Credits: 3

Pre-requisite(s): None

Description: This course introduces students to the modern world of business. It provides an overview of environmental factors that affect business and the economic systems in which business has survived and thrived. It then focusses on the various functional areas that comprise the modern organisation of today. The ultimate goal is to help students understand where their interests and talents fit in today's job market and what skills they need to develop to get the positions they seek.

Course Title: Mathematics for Management I

Code: BUS 101

Credits: 3

Pre-requisite(s): None

Description: This course prepares students for the application of mathematical tools, techniques, and principles to the real-world. Topics include linear and quadratic functions, polynomial, exponential and logarithmic function, mathematics of finance, systems of linear equations, and matrices.

Course Title: Mathematics for Management II

Code: BUS 102

Credits: 3

Pre-requisite(s): BUS 101

Description: This course prepares students for the application of mathematics in a business context. Topics include anti-derivatives, probability, partial derivatives, optimization, economic interpretation, geometric series, and their application to finance, business and economic models.

Course Title: Business Communication

Code: BUS 116

Credits: 3

Pre-requisite(s): None

Description: This course focusses on written and oral communication in management, with an emphasis on strategies for identifying, analyzing, and solving written and verbal communication problems. Course work is based on academic and professional communication in management.

Course Title: Management Information Systems

Code: BUS 122

Credits: 3

Pre-requisite(s): None

Description: This course demonstrates how organisations can use information systems to maintain a competitive advantage by improving the efficiency of business processes,

reducing costs, and having timely information for business decision-making. Topics such as systems development, databases, technology trends, and the management of technology are covered. +Courses and their descriptions are subjected to change

Course Title: Microeconomics

Code: BUS 133

Credits: 3

Pre-requisite(s): None

Description: This course introduces micro-economic principles, such as consumer demand, producer supply, market structure, and labour market behaviour. Students end the course with a basic understanding of how markets and individual behaviour interact to change prices and supply.

Course Title: Macroeconomics

Code: BUS 136

Credits: 3

Pre-requisite(s): BUS 133

Description: This course introduces applied macroeconomics, focusing on recurring issues in the environment in which firms make their decisions. Topics include national accounts, national income determination, economic growth and fluctuations, monetary policy and financial markets, international trade, and finance.

Course Title: Principles of Marketing

Code: BUS 205

Credits: 3

Pre-requisite(s): None

Description: This course focusses on marketing as a customer-centered activity in which organisations create mutually beneficial exchanges between the organisation and customers. It provides a solid overview of factors to be considered in developing products and services for a market, in making products and services available to customers, in selecting tools to promote products and services, and in pricing products and services to sell.

Course Title: Statistics I

Code: BUS 211

Credits: 3

Pre-requisite(s): BUS 102

Description: The first course in Statistics introduces the student to the basic concepts of inferential and official statistics. Concepts are developed through studying statistical methods that can be used in business decision-making. The course emphasizes applications, spreadsheet modeling, and the art of decision-making in a managerial setting.

Course Title: Statistics II

Code: BUS 212

Credits: 3

Pre-requisite(s): BUS 211

Description: The second course in Statistics introduces the student to more of the basic concepts of inferential and official statistics. These concepts are developed by studying statistical methods that can be applied in business decision-making. The course emphasizes applications, spreadsheet modeling, and the art of decision-making in a managerial setting.

Course Title: Financial Accounting I

Code: BUS 215

Credits: 3

Pre-requisite(s): None

Description: This course offers the fundamentals of accounting. It introduces fundamental accounting principles, the rules of debit and credit, and the preparation of financial statements. It also examines the Generally Accepted Accounting Principles, financial transaction recording, financial statement preparation, and financial returns analysis.

Course Title: Financial Accounting II

Code: BUS 216

Credits: 3

Pre-requisite(s): BUS 215

Description: This course offers a more detailed look at financial statement accounts and the interpretation of these accounts. It explores international presentation and measurement and the movement towards a common reporting method. The course also takes a brief look at current issues in publicly traded companies.

Course Title: Introduction to Finance

Code: BUS 221

Credits: 3

Pre-requisite(s): BUS 215

Description: This course provides an in-depth coverage for the fundamental topics of Financial Management which includes Financial Management Goals, Investment Appraisal (including discussion of Cost of Capital), Sources of Finance, Working Capital Management and Cash Management.

Course Title: Organisational Behaviour

Code: BUS 225

Credits: 3

Pre-requisite(s): None

Description: This course discusses organisational behaviour by identifying individual motivation and communication and group dynamics in problem solving, decision-making, and work structuring. It also examines organisational structure.

Course Title: Managing Human Resource

Code: BUS 226

Credits: 3

Pre-requisite(s): None

Description: This course focusses on human resource management and its role as an essential factor in an organisation's success. It introduces the student to human resource management practices and the roles and responsibilities that human resource professionals have in the organisation. The goal of the course is to provide practical experience for the student in addressing issues and solving problems that arise in a human resource department.

Course Title: Research Methods

Code: BUS 300

Credits: 3

Pre-requisite(s): BUS 212

Description: This course aims to provide students with broad knowledge and understanding of the principles and practices in conducting research. It focuses on the use of a range of different research methods in order to successfully undertake a dissertation or a research project. This encompasses the understanding and application of appropriate research designs, research statistics, and the use of the computer for data analyses, and report writing and presentation.

Course Title: Entrepreneurship

Code: BUS 302

Credits: 3

Pre-requisite(s): BUS 100, BUS 205, BUS 221

Description: This course focusses on the period ranging from the conception of a business idea to its first two years of operation. It explores idea generation and validation in the marketplace, methods of financing, corporate structure, strategy, and survival.

Course Titles: International Business

Code: BUS 310

Credits: 3

Pre-requisite(s): BUS 100, BUS 136

Description: This course analyzes the economic and political aspects of the global business environment and how they impact firms. The course studies international trade theory, trade policies and investment, diverse organisational structures, international monetary and financial systems, and environmental issues that affect global business.

Course Title: Management Accounting

Code: BUS 315

Credits: 3

Pre-requisite(s): BUS 216

Description: This course focusses on understanding accounting information that is used by management as a planning and decision-making tool. The fit between accounting information and strategy is highlighted, with a focus on costing, cost-related behaviour, and break-even analysis.

Course Title: Islamic Business Studies

Code: BUS 320

Credits: 3

Pre-requisite(s): None

Description: This course examines specific Islamic business issues as well as Islamic practices and the underlying beliefs that help to define these practices. The course emphasizes key principles of management from an Islamic point of view and includes Islamic ethics as it applies to daily business events.

Course Title: Operations Management

Code: BUS 325

Credits: 3

Pre-requisite(s): BUS 211

Description: This course provides an introduction to decisions and trade-offs associated with the production of goods and services. Topics include technology planning, control issues, manufacturing design, and management of new technology and service operations.

Course Title: Commercial Law

Code: BUS 330

Credits: 3

Pre-requisite(s): None

Description: This course provides students with a clearer understanding of how the legal world around them operates. It introduces legal reasoning and provides a basic understanding of the judicial process and how the law affects society and the business world. Students learn to recognize potential legal problems and how to avoid or resolve them.

Course Title: Internship

Code: BUS 399

Credits: 3

Pre-requisite(s): after earning 66 credits.

Description: This course provides students with the opportunity to apply theoretical principles learned in class to “real life” professional situations and to understand the transition from academic to professional life. The internship is approximately 120 to 180 hours in duration.

Course Title: Strategic Management

Code: BUS 401

Credits: 3

Pre-requisite(s): BUS 205, BUS 310

Description: This course explores managing strategy. It focusses on how to experiment, probe, and learn from experience to generate knowledge and expertise to serve company purposes.

Course Title: Services Marketing**Code: MKT 361****Credits: 3****Pre-requisite(s): BUS 205**

Description: The aim of this course is to provide students with an overview of services marketing and the difference between marketing services versus products, as well as the challenges of marketing and management of services. It also addresses the challenges in delivering quality services to customers with a focus on attracting, retaining, and building strong customer relationships.

Description: International Marketing**Code: MKT 362****Credits: 3****Pre-requisite(s): BUS 205**

Description: This course studies marketing management considerations of companies doing business outside their domestic market. The course discusses the changes in product, pricing, channel, and communications policies to meet international market needs. There is a special focus on the substantive issues, information sources, and cultural sensitivities required to develop an effective international strategy.

Course Title: Consumer Behavior**Code: MKT 460****Credits: 3****Pre-requisite(s): MKT 362**

Description: The aim of this course is to provide students with an overview of consumer behavior. It provides an understanding of the concepts, models and theories of consumer behavior, and discusses consumer information processing and decision making. It helps students gain better insights into consumer behavior such as learning, perception, and brand loyalty. Students also have the opportunity to use real cases on consumer behavior.

Course Title: Integrated Marketing Communications**Code: MKT 461****Credits: 3****Pre-requisite(s): BUS 116, BUS 205**

Description: This course introduces students to the theory and practice of promotional elements of the marketing mix. The focus is upon developing an integrated marketing communication mix which presents a clear and consistent message to the marketing organization's customer base. The topics like advertising, sales promotion, public relations, personal selling, direct marketing, and internet marketing are examined. In this course, students will learn how to develop and evaluate promotional plans including source, message and media elements.

Course Title: Marketing Channel Strategy

Code: MKT 462

Credits: 3

Pre-requisite(s): MKT 362

Description: This course studies the elements and management of marketing channels. In this course, any marketing channel is viewed as an inter-organizational system involved with the task of making goods, services, and concepts available for consumption by enhancing their time, place, and possession utilities. The focus is on how institutions can effectively and efficiently transmit things of value from points of conception, extraction, and/or production to points of consumption.

Course Title: Strategic Marketing

Code: MKT 463

Credits: 3

Pre-requisite(s): BUS 401

Description: This course explores managing strategy. It focuses on how to experiment, probe, and learn from experience to generate knowledge and expertise to serve company purposes.

Course Title: Retail Management

Code: MKT 464

Credits: 3

Pre-requisite(s): INB 372

Description: This course aims to introduce students to the world of retailing from a managerial viewpoint. Consequently, we will study the elements that compromise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service.

Course Title: Marketing Research

Code: MKT 465

Credits: 3

Pre-requisite(s): BUS 300

Description: This course aims to provide students with an advanced understanding of marketing research process and methods with a view to identify, analyze and recommend solutions to business problems through marketing research. This course also aims at familiarizing the students with the use and analysis of data for decision-making purposes.

Course Title: Branding & Advertising

Code: MKT 466

Credits: 3

Pre-requisite(s): MKT 362

Description: Brands have assumed one of the central roles in marketing communications. This course examines the role of advertising in how brands are built and managed. Emphasis is placed on students' understanding of the link between effective advertising and brand success that will improve managerial decision-making with respect to brands. Among other issues, this course will capture brand equity, managing brands over time and across geographic boundaries, and the application of the marketing mix to support brand strategies.

Course Title: Customer Relationship Management (*Major Elective*)

Code: MKT 470

Credits: 3

Pre-requisite(s): MKT 460

Description: This course familiarizes the students with Customer Relationship Management (CRM). Businesses nowadays need to respond to the changing consumer needs; thus, this course explores the needs of customers and the techniques that businesses develop as a key strategic process to maintain and increase their clientele. CRM is used in order to create relationships with customers by delivering value and satisfaction.

Course Title: Public Relations (*Major Elective*)

Code: MKT 471

Credits: 3

Pre-requisite(s): MKT 362

Description: The aim of this course is to provide students with a critical understanding of the role of public relations and media relations in terms of customer, corporate management, government, lobbying and crisis management in an international context.

Course Title: e-Marketing (*Major Elective*)

Code: MKT 472

Credits: 3

Pre-requisite(s): MKT 362

Description: The aim of this course is to provide students with an overview of e-marketing/ digital marketing and provide a comprehensive understanding on how companies can use digital media and technology to meet their marketing goals. The course emphasizes strategic marketing decisions on how companies can benefit from digital approaches and technologies, to promote and market products and services.

Course Title: Senior Business Project

Code: MKT 499 Credits: 3

Pre-requisite(s): BUS 300, after earning 99 credits.

Description: This course requires that a student apply core knowledge learned thus far to a real-world topic. The topic is selected by the student and is subject to faculty approval. The work uses a student's analytical and communication skills and cross-discipline expertise. Learning occurs through professor coaching and feedback and preparation and presentation of a final paper.

