

## **BSc in Business Administration**

### **Course Descriptions**

**ACCN101 Principles of Financial Accounting** - The aim of this course is to introduce students to the principles, concepts and uses of financial accounting information and to provide them with a good understanding of the role of accounting systems in a business. The course equips students with the technical ability to use the double entry system of record keeping, and to prepare basic financial statements.

**ACCN201 Principles of Management Accounting** - The aim of the course is to introduce students to the nature and role of management accounting in planning, control, decision-making and product costing within organisations and to foster students' abilities to apply their knowledge and understanding of management accounting principles and concepts through the development of cognitive, technical and interpersonal skills.

**ACCN203 Financial Analysis & Business Valuation** - The aim of this course is to develop students' ability to understand, interpret, analyse, critically evaluate and use financial statements. The course explores in greater depth reporting issues from a user's point of view. Students are provided with an understanding of the regulatory environment for financial reporting, an exposure to sources of finance and merger and acquisition activity, and experience in the interpretation and analysis of financial statements through case studies.

**ACCN300 Management Accounting** - The aim of this module is to develop students' understanding of issues pertaining to the elements of costs and costs systems, to enable them to prepare, analyse and interpret accounting information relevant to cost elements and cost systems, and to enhance their understanding of the interplay of management accounting and organisational management within dynamic settings.

**ACCN401 Corporate Governance & Business Ethics** - Corporate Governance examines the evolution of the corporate governance model, the meaning and distinction between corporate governance and management, why understanding corporate governance is important, and how corporate governance matters are addressed from an internal and external perspective. The Course also identifies best practices in corporate governance, and briefly explores global corporate governance matters. The Course is an interactive, discussion and project centered course, where students will have an opportunity to analyze and critically discuss legal and ethical situations and issues that businesses and their stakeholders face. Additionally, through films, documentaries and other electronic media, students will experience and examine real-world dilemmas in the corporate governance arena.

**BUSN100 Introduction to Business** - The aim of the course is to provide a survey of the field of business management, by introducing students to topics such as business organization, the human factor in business, technology in business, ethical behavior, the environment, global and economic forces, organization, quality, products and services, functional management, and current issues and developments.

**BUSN103 Business Law** - This introductory course is designed to familiarize the student with the subject matter of the legal environment of business. Particular emphasis will be given to the sources of law; the role of society; the judicial function; and selected areas such as governmental regulation and agencies, crimes and torts, contracts, business organizations, personal property, agency, and employment law. Various approaches to understanding legal issues will be used, including case law analysis and the examination of current legal issues affecting business.

**BUSN104 Principles of Marketing** - The course will introduce students to the concepts, analyses, and activities that comprise marketing. It will also provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

**BUSN201 Organisational Behaviour** - Organizational behavior is a course which examines both group and individual performance and activity within an organization. Internal and external perspectives are two

theories of how organizational behavior can be viewed by companies. Why do people behave a certain way in an organizational environment? What factors affect job performance, employee interaction, job commitment, leadership and managerial styles? This area of study examines human behavior in a work environment and determines its impact on job structure, performance, communication, motivation, leadership, etc.

**BUSN203 Business Finance** - The aim of this course is to provide the student with a comprehensive understanding of the tools employed by corporations in making financial decisions. The course starts with the fundamental trade-offs between risks and returns that corporate entities face, and discusses the theories that are used to model them. The course covers both cash instruments such as bonds and equities as well as derivative markets. The emphasis throughout is on the understanding of the fundamental principles rather than the underlying mathematical tools.

**BUSN205 (DBA404) E commerce** - The primary objective of this course is to introduce the student to the various e-commerce tools for marketing, media and social media platforms, communications, market analysis, and customer feedback techniques.

**BUSN207 Marketing Management** - The main objectives of the course are to help students develop a deeper understanding of the business and financial dimensions of marketing Management operations. Students will understand the evolution of marketing and the emphasis on each stage and develop an appreciation of how marketing contributes to the financial objectives of an organization. In addition, students will develop skills that will help them contribute to the financial objectives of an organization – whether it is for profit, non-profit and government.

**BUSN209 Operation Management** - The planning, execution, and control of activities involved in converting resources into value-added and desired goods and services constitute the Operations Management (OM) function of an organization. This course examines the role of Operations Management in supporting effective strategy execution and how it may be leveraged as a sustainable source of competitive advantage. Topics covered include, among others, operations strategy formulation, inventory control, MRPII/ERP, scheduling, facility location and layout, quality management, and process and technology decisions. Manufacturing and service industry contexts are both considered, and OM versus Supply Chain Management (SCM) is also discussed.

**BUSNA210 Digital Economy** - The course offers an up-to-date account of key topics, discusses open questions, and provides guidance for future research in digital business. It offers a blend of theoretical and empirical approaches that are central to understanding the digital economy. In this context, it covers infrastructure, standards, and various platform industries that rely heavily on recent developments in electronic data storage and transmission, including software, video games, payment systems, mobile telecommunications, and B2B commerce.

**BUSN301 Human Resource Management** - This module introduces students to the function of human resource in an organization and in particular on the relationship between the human resource function and the operating managers. The module covers major concepts and principles of personnel management; basic personnel functions and activities, including planning, staffing, appraising, compensation, training/development, and managing labour relations; and some of the strategies and tactics used to implement personnel programs.

**BUSN302 Consumer Behaviour** - This course gives an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools (including such diverse methods as online surveys, brain imaging, computerized reaction time assessment, and eye-tracking). The course also reviews a range of “levers” that can influence purchase behavior in unexpected ways and at efficient cost.

**BUSN303 Small Business Management** - The aim of this course is to examine the theories of Organization and management in small and medium sized businesses. It introduces the student to the basic organizational and managerial operations of planning, organizing and managing, which lead to the organization, management and operation of a business in the modern business environment.

**BUSN304 Marketing Research** - This course aims to provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students in this course have a basic understanding of marketing terminology and concepts.

**BUSN306 Corporate Risk Management** - Enterprise risk management (ERM) is the process of planning, organizing, leading, and controlling the activities of an organization in order to minimize the effects of risk on an organization's capital and earnings. Enterprise risk management expands the process to include not just risks associated with accidental losses, but also financial, strategic, operational, and other risks. This course will aim to explain the purpose and scope of risk analysis as well as apply the concepts and methods of risk analysis and measurement in a variety of applications.

**BUSN401 Business Strategy** - The main objective of the course is to provide a sound understanding of the principles of strategic management and their application within financial and other enterprises. Case studies on the strategies of particular companies will be used to illustrate key strategic issues.

**BUSN402 Marketing Communication** - This module aims to provide a theoretical and practical understanding of marketing communication in general and to introduce theoretical concepts and well-known strategies, especially in relation to planning, execution, and evaluation. Aspects such as the role of marketing communication tools in influencing brand choices, the effective tools in influencing brand choices, the effective use of such tools to deliver a promotional message, maximize the target audience reached and increase consumption will be focus of this module. The use of up-to-date case studies and theory give students' substantial understanding of the field and should help students to apply their knowledge when producing a short ad and study for final examination.

**BUSN405 Project Management** - Project management is a key management tool which enables organizations to efficiently achieve their goals in a constantly changing business environment complicated by risks, uncertainties and competitor pressures. In this multi-disciplinary module students will be introduced to the role project management plays in the modern business world in addition to the more traditional planning and control aspects of project management.

**BUSN408 Business Decision-Making** - Decision-making is an essential component of modern management. Indeed, a manager has to take multiple and many decisions, which implies that decision-making is at the heart of the role of a manager. Decisions in fact determine and shape both organizational and managerial activities. A decision can be characterized as a course of action, chosen from a set of alternatives, in order to achieve organizational or managerial objectives and goals. Decision making process is never ending and key to managing any organization or business activities.

**BUSN411 Placement** - The overall objective of this course is to help students to acquire real work experience in a business-related company. Specifically: Identify the major differences and similarities between financial and management accounting; Understand the role of management accountant in an organization, and the importance of upholding ethical standards; Expose students to concepts and techniques that managers and accountants use to produce information for decision making including an Activity-Based Costing (ABC), Standard Costing for planning, Variance Analysis, etc.; Expose students to methods and techniques needed by managers for performing functions such as costing, cost allocations, preparation of flexible budgets and variance analysis.

**BUSN412 Research Methods** - The objectives of the course are as follows: Design of research methodology; Writing research questions and assumptions; Writing and checking a questionnaire as well as collecting-recording and quantifying data; Implementation of basic quantitative data analysis techniques; Writing research with the correct structure and commentary on research findings.

**DBA201 Digital Business** – The course offers an up-to-date account of key topics, discusses open questions, and provides guidance for future research in digital business. It offers a blend of theoretical and empirical approaches that are central to understanding the digital business. In this context, it aims to develop knowledge in various digital business models and forms. It also takes account of the digital business environment including digital channels, digital value chains and digital marketplace. Moreover, it explains the digital business strategies applied in real-life and provides knowledge on the transition to digital business.

**DBA306 Social Media Management** – The course intends to offer an introduction to a wide range of business-related social media topics. Basic concepts and practices on social media management are explained in order to introduce students to the business essentials of social media. Students are offered critical reflections on a recent and hyped phenomenon, based on a combination of academic insights and practical tips and tricks. By taking a multidisciplinary approach, students get to know a wide range of organization-relevant topics in order to put social media into an appropriate business perspective. It is shown that social media are not a solution to all business problems, and their use should be well considered to avoid failures or too high expectations.

DBA406 Digital Innovation Management - The objectives of the course are to provide an introduction to digital innovation and enterprise and to help students to understand of how to develop an online blog, group website and report.

**ECON101 Principles of Microeconomics** - Microeconomics is concerned with the behaviour of individual decision-makers in the economy - households, business firms, and governments - and how they interact. The course provides a foundation of Microeconomics. It examines how households form their demand for goods and services and how business firms set their supply of goods and services. Because modern societies rely heavily on markets to coordinate the interactions between demand and supply, the course focuses on how markets are structured and what kinds of results markets' structures produce. Finally, the course considers how governments can modify the workings of markets and describes the effects of government's policies.

**ECON102 Principles of Macroeconomics** - Macroeconomics is concerned with the performance, structure and behavior of the entire national economy. The course provides an introduction to the macroeconomic issues of unemployment, inflation, and economic growth and the tools of Macroeconomics in tackling these issues. The course begins by defining key aggregate economic variables and the basic macroeconomic accounting framework. It studies short-run economic fluctuations, the business cycle, by developing first the building blocks, and then a comprehensive theory of aggregate output. The course analyzes the effect of government policies, fiscal and monetary, on the economy in both the short run and the long run.

**ECON158 Political Economy** - The aim of the course is to introduce students to the theoretical framework of Political Economy, i.e. the study of economic phenomena via a methodological and analytical approach that combines economic theory with history, philosophy sociology and political science. In this vein, the lectures focus on the analysis of economic activity as a system, historically defined and determined by institutions and social relations that organise and structure the production, distribution, accumulation and circulation of the product value. During the course, multiple analytical approaches are highlighted and the student is introduced to the main theoretical issues of economic analysis. These include market efficiency and market failures, the reasons that led to the division of microeconomics and macroeconomics, the difficulties of coordinating economic decisions and activities, the distribution of the product between social classes and the importance of the labor category, the relationship between the distribution of power and wealth, the relationship between efficiency and democracy / justice, the relationship between state and market.

**ECON202 Managerial Economics** - Managerial Economics is concerned with the application of microeconomic principles to key management decisions. It provides guidance to increase value creation within organizations, and allows a better understanding of the external business environment in which organizations operate. The course is concerned with resource allocation, strategic and tactical decisions and techniques used by analysts, managers and consultants in the private, public and non-profit sectors of the economy. It equips students with the analytical tools and managerial insights essential to the analysis and solution of those problems that have significant economic consequences, both for the firm and society at large.

**ECON300 Economics of Strategy** - Economics of Strategy explores the competitive strategy of the firm, examining issues central to competitive position. Building on a course in microeconomics, the course prepares students to carry out industry and competition analysis. The objective of the course is to help students in learning how firms create and exploit the nature of imperfectly competitive markets to achieve above-normal profit performance. In this course, we are concerned with analyzing how economic forces affect the firm's performance and discovering how those forces can be strategically harnessed to sustain a competitive advantage. The goal is to use economic and strategic reasoning to discover how a firm solves problems related to the development or maintenance of its competitive advantage in a given market.

**ECON304 Industrial Organisation** - Industrial organization is the study of industry and firm behavior. Using the basic tools of microeconomic theory and game theory, this course explores the relationships among firms in an industry or across industries by examining the nature of strategic interaction among firms. We will study theoretical models and empirical evidence for a wide variety of market phenomena such as price wars, patent races, price-fixing conspiracies, mergers, and advertising campaigns. We focus attention on the structure and performance of markets that are imperfectly competitive.

**FINA301 Corporate Finance** - The main goal of this course is to provide the conceptual background for corporate financial analysis from the point of corporate value creation. The course develops the theoretical framework that will enable students to understand and analyze major financial problems facing a firm. The course covers basic models of corporate capital valuation, including pricing models for primary financial assets, real assets and investment projects. Students will be able to make decisions on the optimal capital structure. Students will also develop the needed skills deciding in the rights type of financing, allocating capital, and the distribution of earnings. It provides necessary knowledge in evaluating different management decisions and their influence on corporate performance and value.

**FINA400 International Financial Management** - This course examines major aspects of multinational business finance, foreign exchange risk, political risk and how companies react to such risks in order to hedge. Emphasis is also given to long-run investment and financing and in particular the foreign investment decision, capital budgeting, international capital markets and the cost of capital and financial structure of international companies. The course will finally cover working capital management and control and performance evaluation of international firms.

**MATH103 Introduction to Mathematics** - This course is an introduction to the mathematical concepts of calculus. It will enable students to follow more advanced topics in other courses. The course fulfils the general educational requirements for quantitative reasoning in calculus problems.

**STAT103 Statistics I** - The course aims to enable students to apply statistical techniques in related business, finance and real estate problems. It will assist students to develop skills in representing data visually and in engaging in the examination of probability distributions and their applications. Students will learn different statistical techniques and how to identify the appropriate technique for a given set of data and research question.

**STAT203 Statistics II** - The aim of the course is to familiarise students with basic statistical techniques and their application to problems for business. The aim of this course is to enable students to perform good multivariate statistical analyses. To achieve this, a great deal of statistical theory is covered in the course and statistical software will be used to perform the various statistical tests and to produces parameter estimates. The emphasis throughout the course is on understanding the logic of statistical methodologies and the interpretation/meaning of the findings, rather than on the mathematical underpinnings of each method.

**PEPS101 Computer Skills** - The aim of this module is to provide students with a good overview of computer concepts in order to develop an appreciation and understanding of the philosophy PC systems. On successful completion of this unit, students should be able to use applications such as Microsoft Windows, Microsoft Office, including Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint and Microsoft Outlook. The module is closely integrated with the mathematics and finance modules, which run concurrently. Additionally, the knowledge acquired will be used in other modules such as statistics.

**PEPS401 Dissertation** – The aim of this course is to provide students with the opportunity to do an in-depth analysis and investigation of an independent, researchable topic. They will have the chance to utilize all their prior knowledge by participating in a major real-life project.