

BBA Business Required Courses

IBS301	International Business Management	
	Highly recommended: BUS110	
This introductory course provides an overview of conducting international business, with an emphasis on what makes international business different from domestic business. The course will explore the impact of social and political systems and the institutional environment within countries on the conduct of international business. The course will clarify how functional activities are conducted at the international level, and how the dynamic interface between host countries and firms is managed. Students will gain insights into the various alternatives for global business and their managerial implications.	Credit Hours:	3
	Course Delivery:	Classroom
	Group:	Business Core
	This course is highly recommended for: N/A	
BUS109	Introduction to Microeconomics	
	Highly recommended: N/A	
This course is designed to help the students build an understanding of the economics of the market-place. In particular, the course focuses on microeconomic principles that demonstrate the role and limitations of both competitive and imperfectly competitive markets in motivating socially efficient consumer, business, and public sector choices.	Credit Hours:	3
	Course Delivery:	Classroom
	Group:	Business Core
	This course is highly recommended for: BUS110	
MKT200B	Principles of Marketing	
	Highly recommended: N/A	
This course provides from the management point of view, marketing as a system for the satisfaction of human wants and a catalyst of business activity. It examines different perspectives from producer to consumer and emphasizes the planning required for the efficient use of marketing tools in the development and expansion of markets. It concentrates on the principles, functions, and tools of marketing, including quantitative methods.	Credit Hours:	3
	Course Delivery:	Classroom
	Group:	Business Core
	This course is highly recommended for: MKT311, MKT300	
BUS308B	Strategic Management	
	Highly recommended: BUS325B and FIN305	
The course examines the notions of firm strategy and sustained competitive advantage. The main elements of the course are: the idea of competitive	Credit Hours:	3

advantage, environmental analysis and strategy formulation, business and corporate strategies, reasons for firm success and failure. Students will learn about industry analysis, basic strategy formulation techniques for competitive advantage, firm diversification, mergers and acquisitions, and technology strategy. Students will also learn about contemporary strategic issues like strategizing in high-velocity environments, strategic alliances, corporate governance, and CSR. The course assumes prior foundational knowledge from courses such as accounting, management, finance, marketing and operations.

Course Delivery:	Classroom
Group:	Business Core

This course is highly recommended for: None

BUS100A	Introduction to Business							
	Highly recommended: N/A							
<p>This introductory course deals with the fundamentals of business principles and concepts. Students will learn the basics of what a business is, how it operates and how it is managed. The course will clarify the various forms of business and business ownership, the role of various functions such as marketing, finance and production in business operations, and how the external environment impacts the conduct of business. This course is intended to provide the basic preparation for higher level functional courses.</p>		<table border="1"> <tr> <td>Credit Hours:</td> <td>3</td> </tr> <tr> <td>Course Delivery:</td> <td>Classroom</td> </tr> <tr> <td>Group:</td> <td>Business Core</td> </tr> </table>	Credit Hours:	3	Course Delivery:	Classroom	Group:	Business Core
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Group:	Business Core							
This course is highly recommended for: BUS211C								

BUS325B	Operations Management							
	Highly recommended: BUS110							
<p>The purpose of this course is to introduce students to the fundamental concepts and techniques of operations and supply chain management for both service and manufacturing organizations. It will address the role of operations in relation to other functions and the methods to increase organizational effectiveness and efficiency. Students will also learn quantitative methods used for solving operational issues in production planning and process design.</p>		<table border="1"> <tr> <td>Credit Hours:</td> <td>3</td> </tr> <tr> <td>Course Delivery:</td> <td>Classroom</td> </tr> <tr> <td>Group:</td> <td>Business Core</td> </tr> </table>	Credit Hours:	3	Course Delivery:	Classroom	Group:	Business Core
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Group:	Business Core							
This course is highly recommended for: MIB415, BUS308B								

FIN305	Introduction to Corporate Finance							
	Highly recommended: N/A							
<p>This course provides an introduction to the theory, the methods, and the concerns of corporate finance. The main topics include: 1) the time value of money and capital budgeting techniques; 2) uncertainty and the trade-off between risk and return; 3) security market efficiency; 4) optimal capital</p>		<table border="1"> <tr> <td>Credit Hours:</td> <td>3</td> </tr> <tr> <td>Course Delivery:</td> <td>Classroom</td> </tr> <tr> <td>Group:</td> <td>Business</td> </tr> </table>	Credit Hours:	3	Course Delivery:	Classroom	Group:	Business
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structure, and 5) dividend policy decisions.

Core

This course is highly recommended for: FIN430, BUS308B, FIN300

BUS110 Introduction to Macroeconomics

Highly recommended: N/A

This course explores the basic concepts used in macroeconomics, starting with the definitions of national income, including GDP and GNP, and then examining the components of national income, how it is determined, and its limitations as a measure of economic well-being. It will also analyze the roles of fiscal and monetary policy, and will examine the concept of inflation, interest rates, unemployment and exchange rates.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Business Core

This course is highly recommended for: N/A

ACC101 Introduction to Accounting

Highly recommended: N/A

This course introduces students to financial statements and takes a practical approach to the accounting cycle. Students will learn various aspects of journal entry such as creating and posting entries, adjusting and closing entries. In addition, students will also learn how to create an income statement and balance sheet from journal entries. Students will be introduced to auditing, and will learn about ethical issues in accounting.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Business Core

This course is highly recommended for: ACC201B

BUS211C People and Organization

Highly recommended: **BUS100A OR BUS110**

This course deals with the essence of what managers do: planning, organizing, controlling and leading. The course is designed to provide the foundational knowledge and skills for managing people and organizations. Students will learn fundamental concepts, current trends and required skills over a broad range of topics such as motivating people, teamwork, human resource practices, self- management, communication and leadership. Students will also gain a basic appreciation for strategic planning, the importance of external and internal environments for management, control systems and how managers make decisions.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Business Core

This course is highly recommended for ASM310B, ASM411B, COM319C, MIB300