

Brief Description of MBA Modules

Compulsory Modules for all Specialisations

<p>Managerial Economics</p>	<p>This module introduces the different goals and constraints that firms face, the economic way of thinking about individual decisions and business decisions; how prices get determined in markets; government interventions in market dynamics; the responsiveness of consumers' demand to changes in the price of products and services and the equilibrium conditions for cost minimization and profit maximization.</p>
<p>Management Accounting and Control</p>	<p>The module aims at providing the accounting knowledge and application required to work effectively in the marketplace. The basics of both accounting, financial accounting and managerial accounting are explained. The module covers various pivotal topics such as job-order costing, cost-volume-profit analysis and master budgeting.</p>
<p>Financial Management</p>	<p>The module provides understanding of basic concepts of finance focusing on time value of money, rate of return and cost of capital and their capital budgeting techniques. The module also enables students to analyze and forecast financial statements through the calculation of financial ratios. Various types of investment products, tools and techniques will be introduced to enable individual investors to meet their required goals.</p>
<p>Statistics for Business</p>	<p>This module familiarizes students with the study of the acquisition, presentation, analysis, and interpretation of data. Topics include descriptive statistics and statistical graphics, experiments vs. observational studies, elementary probability, random variables and distributions, sampling distributions of statistics, confidence intervals, hypothesis testing for means and proportions, correlation, linear regression, and an introduction to ANOVA.</p>
<p>Business Research in Action</p>	<p>This module develops critical understanding of both the theory and practice of business research methods. It provides students with the opportunity to build/develop a range of knowledge, skills and attitudes in the domains of identifying research topic, selecting appropriate research design, sampling and data collection, analyzing data and writing the final research project. It gives detailed descriptions of how to select the research topic, how to formulate research questions, conducting literature review, designing research, ways to select sample, practical skills for analyzing data and how to write a final research project.</p>

Business Information systems	This module develops critical understanding of the basic information management's concept; providing a clear understanding of how to use information management solutions to achieve business competitive advantages and confront different business forces. The module introduces the basic concept of decision support systems and provide a clear understanding for decision theory, modelling techniques and theoretical background for building this type of system.
Marketing Management	This module introduces the modern marketing scientific theories and best professional practices through explaining the contemporary landscape of marketing and some recent frontiers of marketing.
Managing Human Resources in a Global Environment	This module develops students' understanding of both the theory and practice of Human Resource Management. It provides students with the opportunity to build/develop a range of knowledge, skills and attitudes in the domains of employee resourcing, employee development, employee reward management and employee relations. Practices are examined in local and global contexts. The module gives detailed descriptions of different activities of employment workforce planning, employee recruitment and selection, employee retention, employee performance management, pay structures and benefits, and employee satisfaction are elaborated and clarified.
Industry Reflective Practice	This module is essential for a graduate MBA holder. It is intended to assist students in developing and managing a creative life, such as maintaining and improving competencies, linking with the industry, establishing a self-employed business, and sustaining his/her current profession. Students participate in seminars/workshops, reflect on their own business cases and show how could they solve their work problems or develop their work procedures using MBA programme outcome.

Finance Specialisation

Finance Specialisation Modules	
Advanced Corporate Finance	The module provides a deep understanding of the tools and techniques needed to evaluate new projects. The module also examines the theoretical basis and practical approach to managing and appraising the company's capital structure and dividend policy.
Investment and Portfolio Management	The module provides a detailed and comprehensive overview of the types if investment products and their tools as well as portfolio management theories and practices. Thus, providing both theoretical basis and practical approaches to the management of investment

	portfolios. Students will be able to evaluate and criticize sophisticated approaches faced n portfolio management.
Strategic Management	This module will introduce students to the concepts and tools of strategic thinking, strategic analysis, the planning process, the development of strategies, and the management of strategic change within business organizations.
Valuation	The module provides a deep understanding of the different valuation techniques that are used to value firms. It also introduces various forecasting techniques for financial statements. For that reason, the module provides a practical application of financial statement analysis and valuation techniques commonly used in the industry; enabling students to effectively estimate a firm's enterprise value.
Banking Management	This module provides knowledge regarding the role of banks and financial intermediaries in the economy as well as fundamental banking concepts and principles. The most significant risks faced by banks will also be discussed in the module along with each risk mitigation strategy. Students also explore how to critically evaluate banks' performance and provide their recommendations accordingly.
Finance Optional Modules	
Operations Management	Operations management includes an introduction to the concepts, principles, practices in the operations process. It concentrates on the managerial process to achieve effective operations while producing goods or providing services in organizations. It deals with the major issues in any business: process set up, uncovering bottlenecks, and managing resources for smooth production. It focuses on continuous quality improvement to improve products / services and control costs. Forecasting techniques and methods are introduced as well for effective capacity planning, Inventory management, and other important decisions in the organization. It shows the importance of Supply chain management as well.
International Finance	The module focuses on the explanation of international finance theories and their practical applications in the business environment. The module also provides a deep understanding of the global financial markets; specifically, capital markets and foreign exchange markets enabling students to take effective decisions in international contexts.
Financial Markets and Institutions	The module provides an understanding of financial markets, and the integral role that they play in the economy and their role in evaluating institutions and their instruments. The module provides an introduction on the techniques and tools that can be utilized to do a proper

	investment evaluation. The module will emphasize the theoretical foundation as well as practical applications for financial markets and institutions internationally and locally.
Credit Analysis	The module provides an overview of the principles of corporate credit analysis and its importance in the corporate world. This module provides a fundamental view of a company's financial ability to repay its obligations. While factors such as operating margins, fixed expenses, overhead burdens, and cash flows might be the same in equity and credit analyses, the emphasis is different for each. And while a strong credit rating does not seek to forecast strong equity performance per se, an understanding of credit ratings can help assess the equity performance potential of a company.
Financial Risk Management	The module provides an in-depth insight of financial risks face by managers in the business environment, focusing on capital markets and the risks linked to them. The module will also provide knowledge related to the measurements of risks and tools and strategies used to mitigate them. Derivatives market and their instruments are also highlighted in the module.
Special Topics in Finance	The module provides an insight in a selection of trending topics in finance and their related theories and practices as well as their implications in the business environment. As a result, the module offers an outlook of the most challenging and contemporary issues in finance providing an extension of deep knowledge on top of the fundamentals already covered.

General Management Specialisation

General Management Specialisation Modules	
Operations Management	Operations management includes an introduction to the concepts, principles, practices in the operations process. It concentrates on the managerial process to achieve effective operations while producing goods or providing services in organizations. It deals with the major issues in any business: process set up, uncovering bottlenecks, and managing resources for smooth production. It focuses on continuous quality improvement to improve products / services and control costs. Forecasting techniques and methods are introduced as well for effective capacity planning, Inventory management, and other important decisions in the organization. It shows the importance of Supply chain management as well.
Supply Chain Management	Supply Chain Management is considering how products move? how business use their resources? how information flows? And how services are deployed in the value chain. In this module, a

	comprehensive overview about the business process will be covered, the activities that creates value, and the best management practices for the supply chain. It also covers the strategic and tactical perspectives of the supply chain management, and how the supply chain is operating in the real world. It concentrates on the supply chain role in the organization's business strategy, and how it is related to other functional areas within the organization
Strategic Management	This module will introduce students to the concepts and tools of strategic thinking, strategic analysis, the planning process, the development of strategies, and the management of strategic change within business organizations.
Organizational Development	Due to the high competition in the business environment nowadays, it became extremely important for managers in all types of organizations to be able to deal effectively with different organizational challenges that they face. This module covers the organization Development tools and methods that are used by managers to increase the organizations' effectiveness. The module also concentrates on the techniques and practices of managing Organizational Development process. It studies the driving forces for different organizations to develop and shows the different approaches of the developmental process.
Entrepreneurship	Entrepreneurship aims to identify opportunities and develop ventures, through setting up new businesses or developing and growing part of an existing venture. It focuses on encouraging students to apply enterprising skills and attributes to a range of different contexts. In this regard, enterprise skills include taking the initiative, intuitive decision making, making things happen, networking, identifying opportunities, creative problem solving, innovating, strategic thinking, and personal effectiveness. Thus, entrepreneurship education extends beyond knowledge acquisition to a wide range of emotional, intellectual, social, and practical skills.
General Management Optional Modules	
Knowledge Management	Knowledge Management (KM) is one of the prominent modules that covers the concepts of how knowledge is handled either by organizations, groups or individuals, so that they can achieve better organizational performance. It studies the organizations of knowledge, how to select and use the proper knowledge representation tools, and how to access the knowledge that was previously stored through search and retrieval techniques. It helps the students to understand the different theories, practices, tools, and techniques in knowledge management to help them deal with challenges and management of knowledge.

Small and Medium Enterprises (SMEs) Management	<p>Small and Medium Enterprises (SMEs) are very important as they represent most of the business in the global market and adds to the economic growth on the national level, also they are one of the main sources of innovation and employment for the country as well. This module shows how to manage and operate such companies. It introduces the concepts and ideas of SMEs, and how to conduct a feasibility study and successful business proposal for your startup.</p>
Electronic Business and Artificial Intelligence Business Applications	<p>This module provides an overview of electronic Business and Artificial Intelligence, and their role in transforming business. It explains the different types of Artificial Intelligence techniques and their applications for business. The main aim is to give better understanding to the AI, how organizations use AI in industry, and offers a strategic framework showing how to bring AI as a digital transformation effort. It develops organizations that are ready for AI and explains how AI is used by organizations as a competitive advantage.</p>
Quality Management	<p>This module covers the main quality concepts, tools and techniques that management use, and how they measure quality. It includes the quality management systems, quality planning, quality control, quality assurance, and quality improvement. The focus is adding value to the organizations and compete through high quality products or services. It reviews how the practices of quality management were integrated throughout the supply chain by using Electronic Resource Planning. The Total Quality management philosophy is also introduced.</p>
Decision Theory and Quantitative Business Analysis	<p>This module helps students to improve their quantitative analysis skills in different business situations. Excelling in this course content helps students to evaluate management situations that they face in their studies as well as in practical managerial positions. The course concentrates on how to develop good decision in analyzing managerial problems. It improves the students' abilities to formulate, analyze and solve any problem that managers face. It covers different quantitative and statistical decision models for the process of decision making. Topics of the module will be presented using computer software.</p>
Project Management	<p>Project management module examines the main activities that are important to the success of any project. It involves initiating, planning, executing, controlling, monitoring and closing the work of a team to reach a specific objective within the time specified. It shows how to deal with the three main constraints that faces the project manager: Scope, time, and cost. It involves selecting the project team, gaining support from the top management and applying the best management practices that leads to the project success. Knowledge of project management software and techniques is also introduced.</p>

Human Resources Specialisation

Human Resources Specialisation Modules	
Contemporary Methods of Talent Acquisition	This module sheds light on contemporary methods of recruitment and selection of employees. The module expose student to technological methods of attracting, sourcing, tracking, selecting candidates for available vacancies.
Employee Learning and Development	This module aims to develop a critical understanding of the contribution of learning and talent development strategies, policies and practices to formulating and achieving organizational objectives.
Strategic Management	This module will introduce students to the concepts and tools of strategic thinking, strategic analysis, the planning process, the development of strategies, and the management of strategic change within business organizations.
Employee Reward Management	Rewarding employees in an effective way represents a critical human resource management practice. Without sound compensation system, companies cannot retain and attract qualified employees. Reward systems can promote companies' competitive advantage when they are properly aligned with strategic goals. This module will explain the fundamentals of building and managing pay structures and will introduce students to basic approaches to building employee benefits.
Employee Relations	The module enables understanding of the changing roles played by employers, employees, the state and trade unions and their impact of organizational performance. This understanding is outlined by the major concepts involved in shaping the employment relationship.
Human Resources Optional Modules	
Operations Management	Operations management includes an introduction to the concepts, principles, practices in the operations process. It concentrates on the managerial process in order to achieve effective operations while producing goods or providing services in organizations. It deals with the major issues in any business: process set up, uncovering bottlenecks, and managing resources for smooth production. It focuses on continuous quality improvement to improve products / services and control costs. Forecasting techniques and methods are introduced as well for effective capacity planning, Inventory management, and other important decisions in the organization. It shows the importance of Supply chain management as well.
Organizational Development	Due to the high competition in the business environment nowadays, it became extremely important for managers in all types of organizations to be able to deal effectively with different organizational

	<p>challenges that they face. This module covers the organization Development tools and methods that are used by managers to increase the organizations' effectiveness. The module also concentrates on the techniques and practices of managing Organizational Development process. It studies the driving forces for different organizations to develop and shows the different approaches of the developmental process.</p>
<p>Human Resource Analytics and Workflow Automation</p>	<p>This module aims to provide an understanding of the importance of HR analytics in practice. It will also ensure that students have hand-on experience to apply current quantitative techniques and tools to a variety of problems encountered in HR. The Human Resource Analytics Module will enable students to develop HR intelligence while maintaining confidentiality to improve all aspects of employee development, engagement, leadership, productivity, and ultimately final yields.</p>
<p>Human Resources Governance</p>	<p>Governance are the practices and processes that are put in place to help organizations achieve their goals ethically and in the best interest of all stakeholders. Students will be exposed to practices of compliance, auditing and governance of HRM.</p>
<p>Financial Analysis for HR Managers</p>	<p>This module provides fundamentals for translating finance concepts into decision-making instruments, techniques, and frameworks that students can use in their workplace. Students will learn how to apply the basics of finance to relate to different HR practices. There are several practice exercises where you learn how to create HR budgets using a Zero-based approach as well as an incremental approach.</p>
<p>Corporate Competencies</p>	<p>The enhancement of job-related competencies is important for the competitiveness of companies. For establishing these competencies, it is necessary to improve students' capacities in certain competencies that help them in their career path. The module starts with an illustration of the methods of building competence framework and proficiency levels, then move to the way of assigning negative and positive signs that assessors should notice while building the capacity of employees in each competence. The module then focusses on developing the proficiency levels of students in certain selected competencies.</p>

Marketing Specialisation

Marketing Specialisation Modules	
Brand Management	This course provides an opportunity to internalize the concepts, principles and tools important in successful branding. The course covers the building blocks and principles of branding and strategy, importance of brand equity and how to build and manage brand equity.
Integrated Marketing Communication	The module enables students acquire skills and gain experience in all the tools of the marketing communication process through both theoretical learning and hands-on-experience. It will examine the process by which integrated marketing communications programs are planned, developed, executed and measured.
Strategic Management	This module will introduce students to the concepts and tools of strategic thinking, strategic analysis, the planning process, the development of strategies, and the management of strategic change within business organizations.
Marketing Research	The module examines the key concepts and methods of marketing research to allow students to understand how to apply methodological tools to solve real-life business problems. The students will learn the techniques of research in marketing, including problem definition, research design, questionnaire construction, sampling, data collection, data analysis, and result presentation. During the module, we discuss how marketing research can help managers make business decisions and how we can transform research findings into actionable business insights.
Strategic Marketing in Digital Era	The module focuses on how to build a marketing strategy based on a n extensive analysis of the external and internal environments; generating a bundle of alternative for the decision maker to choose from. Employ different matrices to appropriately select the most feasible strategy to implement. The module also focuses on the digital marketing practices relating to search, mobile campaigns, online publishing, content strategy, digital planning and strategy.
Marketing Optional Modules	
Operations Management	Operations management includes an introduction to the concepts, principles, practices in the operations process. It concentrates on the managerial process in order to achieve effective operations while producing goods or providing services in organizations. It deals with the major issues in any business: process set up, uncovering bottlenecks, and managing resources for smooth production. It focuses on continuous quality improvement to improve products / services and control costs. Forecasting techniques and methods are introduced as well for effective capacity planning, Inventory

	management, and other important decisions in the organization. It shows the importance of Supply chain management as well.
Service Marketing	The module examines the differences between the marketing of goods and services and extends the traditional strategic marketing mix to include additional elements appropriate to the distinct features of services. It provides an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services and helps students to work with the tools and strategies that address these challenges.
Retailing Management	Retail management focuses on the distribution and selling of products to consumers using various vending points such as chain stores, department stores, stand-alone stores, and various online markets.
Customer Relationship Management	The module examines customer relationship management (CRM) as a key strategic process within organizations. It plans to impart a sound introduction to customer relationship management (CRM), a comprehensive understanding of the processes involved, strong understanding of software components in different CRM systems, and practical applications of CRM in different sectors.
Special Topics in Marketing	This module approaches contemporary topics in marketing. It tackles aspects related to organizational marketing strategies, practices and processes within the local and international contexts.
Advertising and Public Relations	The module provides the working knowledge of the advertising and public relations (PR) practices while giving an insight into various tools used for advertising and public relations (PR). It gives students an important insight of the critical role that strategy plays in advertising and public relations (PR). The need for adopting a strategic perspective, in the contemporary context, and carrying it through the creative process, media planning, campaign implementation.