

Core MBA Course Descriptions (24 credits, i.e. 8 mandatory courses)

MBA 511 Quantitative Analysis (3 hours)

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.

Prerequisite: None.

MBA 513 Managerial Economics (3 hours)

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.

Prerequisite: None.

MBA 514 Organisational Behaviour (3 hours)

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

Prerequisite: None.

MBA 510 Financial Accounting (3 hours)

At the end of this course, students will be able to read, analyse 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.

Prerequisite: MBA 511 Quantitative Analysis.

MBA 512 Marketing Management (3 hours)

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, 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.

Prerequisite: MBA 514 Organizational Behaviour.

MBA 516 Managerial Finance (3 hours)

At the end of this course, students will be able to analyse the best ways to use 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.

Prerequisite: MBA 513 Managerial Economics.

MBA 522 Operations Strategy (3 hours)

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.

Prerequisite: MBA 511 Quantitative Analysis.

MBA 519 Strategic Management (3 hours)

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

Prerequisite: MBA 516 Managerial Finance.

Elective MBA Course Descriptions (18 credit hours, i.e. 6 required courses)

MBA 515 Research methodology (3 hours)

At the end of this course, students will be able to design, analyse, apply, and evaluate appropriate research designs and methodologies to address the systematic enquiry and solution of organizational problems. They will also be able to present and defend a research proposal before a panel of assessors.

Prerequisite: MBA 511 Quantitative Analysis.

MBA 518 Human Resource Management (3 hours)

At the end of this course, students will be able to explain and appraise key principles and practices for line managers and HRM practitioners to manage people and performance across organisations. They will also be able to evaluate HRM principles and practices for competitive relevance and

strategic coherence. Topics covered include strategic HRM, HR planning, talent management, training & development, rewards & motivation, workplace effectiveness & commitment.
Prerequisite: MBA 514 Organisational Behaviour.

MBA 520 Applied Management Skills (3 hours)

This course explores the practical and context-relevant application of management skills. The course takes a positive, evidence-based approach to the study of work and management. The macro and micro context (i.e. the work environment and the cognitive processes) of managerial capacity development will be considered. Typical course content may therefore feature skills to manage time and stress, conflict and communication strategies, problem-solving and decision making, as well as skills to manage performance from a personal, interpersonal and work team perspective.

MBA 528 Managerial Accounting (3 hours)

At the end of this course, students will be able to understand of 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 behaviour 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.

Prerequisite: MBA 510 Financial Accounting.

MBA 530 Managing Strategic Business Projects (3 hours)

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.

Prerequisite: MBA 522 Operations Strategy.

MBA 532 Supply Chain Management (3 hours)

At the end of this course, students will be able to address the activities involved in 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.

Prerequisite: MBA 522 Operations Strategy.

MBA 534 Leading Organisational Change (3 hours)

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

Prerequisite: MBA 514 Organisational Behaviour.

MBA 535 Applied Business Research Project (3 hours)

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 relate 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.

Prerequisite: The core course relevant to the field of research.

MBA 538 Entrepreneurship and Innovation (3 hours)

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.

Prerequisite: MBA 513 Managerial Economics.

MBA 541 Human Resource Planning, Recruitment & Selection (3 hours)

At the end of this course, students will be able to analyse 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 HR planning, recruitment and selection in the workplace, relevant to KSA workplaces and individual attraction, motivation and retention.

Prerequisite: MBA 518 HRM.

MBA 542 Contemporary Economic & Financial Issues (3 hours)

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.

Prerequisite: MBA 516 Managerial Finance.

MBA 543 Internet Marketing Strategy (3 hours)

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 behaviour, online marketing research, website developments, legal and ethical issues, and social media marketing. Understanding these aspects is necessary to develop a successful Internet marketing techniques in the era of internet revolution.

Prerequisite: MBA 512 Marketing Management.

MBA 544 Financial Statement Analysis & Security Valuation (3 hours)

At the end of this course, students will be able to comprehensively understand financial statement analysis fundamentals. Student will learn how to use financial statement analysis to evaluate a firm's past performance, make judgment about its earnings quality, determine its current financial position, examine the underlying accounting assumptions of its major assets and liabilities, 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. The course has a very practical emphasis. Students will apply methods of fundamental analysis and equity valuation in a series of assignments and projects using financial data of publicly traded Saudi companies.

Prerequisite: MBA 510 Financial Accounting.

MBA 545 Independent Study (3 hours)

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.

Prerequisite: The core course relevant to the field of independent study.

MBA 546 Comparative Management (3 hours)

At the end of this course, students will be able to analyse, 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.

Prerequisite: MBA 514 Organisational Behaviour.

MBA 547 Contemporary International Management Issues (3 hours)

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 analyse the opportunities and threats posed by these topics and respond with locally relevant recommendations and strategies.

Prerequisite: MBA 513 Managerial Economics.

MBA 550 Service Marketing (3 hours)

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 institutions, healthcare, education, tourism, consultancy/training, insurance and telecommunications.

Prerequisite: MBA 512 Marketing Management.

MBA 551 Derivative Securities (3 hours)

At the end of this course, students will be able to explain basic derivative pricing - the relation between the price of the underlying assets and derivatives, as well as basic option pricing and explain how various types of the derivatives are traded, and the risk and use of each type. The students will also be able to analyse a portfolio of derivatives securities to hedge and develop several speculative strategies involving options.

Prerequisite: MBA 516 Managerial Finance.

MBA 558 Value Innovation Strategy (3 hours)

At the end of this course, students will be able to explain 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 analyse the logic and methods that are common to strategic moves in business settings.

Prerequisite: MBA 538 Entrepreneurship and Innovation.

MBA 560 Healthcare Management (3 hours)

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 analyse 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 organisations. Prerequisite: MBA 516 Managerial Finance MBA 565 HR Development and Performance (3 hours) 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.

Prerequisite: MBA 518 HRM.

MBA 573 Applied Econometrics (3 hours)

At the end of this course, students will be able to analyse 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.

Prerequisite: MBA 513 Managerial Economics.

MBA 574 Global Economics (3 hours)

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 analyse 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 analyse global economic data for right business decisions.

Prerequisite: MBA 513 Managerial Economics.

MBA 575 Negotiations (3 hours)

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.

Prerequisite: MBA 514.

MBA 581 Managerial Decision Making (3 hours)

This course is designed to make you a better managerial decision maker. It helps recognizing the decision problem, how to represent/model its essential structure, and how to analyse 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.

Prerequisite: MBA 511.

MBA 590 Real Estate Analysis (3 hours)

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.

Prerequisite: MBA 516 Managerial Finance.