

Bachelor of Business Management

Contents

Bachelor of Business Management (BBM) Program	4
Aims	4
Program Learning Objectives (PLO)	4
Core Courses	6
Principles and Foundations of Management	7
Microeconomics	9
Macroeconomics	11
Principles of Accounting I	12
Principles of Accounting II	14
Basic Mathematics	16
Applications of Mathematics in Management	19
Applied Probability and Statistics in Management I	21
Applied Probability and Statistics in Management II	23
Ethics in Business	25
Computer and Information Technology in Management I	27
Research Methodology in Management	29
Organisational Psychology	31
Fundamentals of Organisation and Management	33
Management and Organisational Behaviour	35
Financial Management I	37
Operations Research I	39
Operations Research II	41
Marketing and Market Management	42
System Analysis and Design	44

Industrial Accounting I	47
Human Resource Management	48
Professional Management Skills.....	50
International Business Law.....	53
Professional Behaviour in Management	55
Core Elective Courses	57
Strategic Management	58
Business Law	60
Auditing I.....	61
International Monetary and Financial Institutions	64
International Business.....	66
Business English I and II	68
Management Information Systems	70
Financial Management II	72
International Marketing	74
Purchasing, Warehousing and Distribution Systems	76
Banking Fundamentals and Bank Management	78
Electronic Business.....	80
General Elective Courses	82
Employee Relations in Organisations.....	83
Production and Operation Management	85
Research Seminar in Marketing.....	87

Bachelor of Business Management (BBM) Program

Aims

The program's aims and objectives are to educate better and enable students to understand leadership and operational skills. Furthermore, the program aims to develop the ability to compete in the business world by equipping and providing examples and theories in practical and contemporary writings in real, current business issues by business leaders, consultants, economists, politicians, and entrepreneurs.

Bachelor of Business Administration at Islamic Azad University, IAU Branch aims to build students direct knowledge of management, administrative, and strategic skills. Furthermore, the program provides students with the approach of expanding the depth and scope of their knowledge by increasing self-awareness reflecting in their behaviours, cognitive skills, and the learning outcomes to the demands of being graduates ready for the Competitive International Business world.

Program Learning Objectives (PLO)

By the end of the program, graduates are expected to be empowered of:

PL01: Recognising and building student's awareness in the general concepts of Fundamentals of Management and organisations, Economic and financial issues at different levels of industries, having insight visions of basics in marketing principles, residing in system analysis of a business, to collect academic research data and information both in quantitative and qualitative techniques in research methods and to be introduced to an interdisciplinary science for empowering our BBA graduates.

PL02: Demonstrating an in-depth systematic knowledge and understanding of management and organisation and its theoretical-methodological approaches to reflect their leadership skills.

PL03: Applying organisational knowledge and skills in marketing principles and effectively solving problems by strategic thinking creates value for shareholders.

PL04: Analysing the knowledge of business relations in formulating practical business settings and learning to utilise and solve problems by assembling relevant research, evaluating and identifying sources.

PL05: Critically evaluating and increasing their skills in order to lead others through conducting methods of research, negotiations, judgement, experience and involvement in the market.

PL06: Evaluating the status quo of an enterprise both internally and externally with focusing on promoting the company's position in the global market.

PL07: Developing Business professionals with employable and entrepreneurial leadership skills to solve problems and improve existing solutions through theoretical, applied, and developed approaches.

PL08: Designing and creating business models, proposals, and tools for implementing business decisions in Product and Strategy Development.

Upon completing the requirements of the following courses, credits and hours, the students will be graduated from the Bachelor of Business Management program.

Category	Course Type	No.	Credits	Hours per a Semester
Bachelor of Business Management	Core Course ¹	23	3	48
		3	2	32
	Core Elective Courses ²	10	3	48
		3	2	32
	General Elective Courses ³	2	3	48
		1	2	32
Total		42	119	1904

¹Core means those courses that are compulsory for the purposes of the qualification's major/specialisation.

² Core Elective means the list of courses from which students must choose a certain number of credit hours or points for the purposes of the qualification's major/specialisation.

³ General Elective means the list of courses from which students may make any selection up to the total number of required credit hours or points. IAU-UAE Students are required to select 5 credits among the general elective courses

Core Courses

Principles and Foundations of Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Principles and Foundations of Management” is designed for undergraduate students of business administration. This course familiarises students with a basic understanding of financial, marketing, decision-making principles, ethics in management and other fundamentals.

Moreover, this course help students understand Islamic management, theory of knowledge and elements of a successful manager.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define knowledge of management and its relationship with new science
2. Explain international and Islamic management resources
3. Discuss the theory of knowledge and its approaches
4. Discuss the principles of Islamic management: Monotheism, future life resurrection, and prophecy
5. Describe morality in management
6. Discuss moral and ethical elements in the management

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Islamic management, Pirouz va hamkaran, pajiheshgahe hoze va daneshgah, 2011 Jeffcutt, P. (Ed.). (2008). <i>The foundations of management knowledge</i> (Vol. 10). Routledge. Lawton, A., Rayner, J., & Lasthuizen, K. (2013). <i>Ethics and management in the public sector</i> . Routledge.
Further Readings	Melé, D., & Cantón, C. G. (2014). <i>Human foundations of management</i> . New York: Palgrave Macmillan.
Software(s) & Equipment	
References	

Microeconomics

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course Microeconomics aims to answer the three basic questions of “What”, “How”, and “For Whom” to produce. Microeconomics focuses on the three significant factors of the above questions, namely “consumer”, “producer”, and “market” on an individual basis. It discusses how consumers choose what they choose and how producers supply these items. The interaction between these two takes place in the market. The role of government in the well-functioning of the system is also of great interest to microeconomics. Also, this course aims to teach economic analysis at the micro-level. It presents this analysis in an Islamic framework with inspirations from Islamic ideologies.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain Islamic ideology and its effects on Microeconomic behaviours
2. Discuss the nature and characteristics of the demand and supply curves
3. Recognise the degree of consumer’s reaction to changes in price, income, and other determining factors
4. Interpret how consumers choose their most satisfying bundles of goods and services
5. Determine the best production level for a firm based on the cost and revenue information
6. Analyse the consumer and producer behaviour under different market settings, with particular emphasis on oligopolistic markets

Prior knowledge &/ or skills

Basic Mathematics

Learning resources required

Resources	Description
Course Book(s)	The Micro-Economics Today, 11 th ed. Bradley R. Schille, 2009r, ISBN: 0-07-128349-8
Further Readings	
Software(s) & Equipment	
References	---

Macroeconomics

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Macroeconomics” seeks solutions to the everlasting conflict between unemployment and inflation as “economic growth” is now one of the discussion matters in many countries.

Macroeconomics deals with the gross domestic product (GDP), fiscal policies, and the changes in significant macroeconomic variables caused by government taxation. This course also covers the economic analysis in an Islamic framework with inspirations from Islamic ideology.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Analyse macroeconomics in an Islamic framework with inspirations from Islamic ideology
2. Discuss the core economic problems nations have to resolve
3. Evaluate macro outcomes of an economy defined as the Gross Domestic Product (GDP)
4. Interpret the unemployment level of an economy and discuss inflation rates
5. Analyse the “Business cycle” and how this phenomenon affects jobs, economic growth, international trade and financial balances.
6. Evaluate fiscal policies and measure the changes in significant macroeconomic variables

Prior knowledge &/ or skills

Microeconomics

Learning resources required

Resources	Description
Course Book(s)	The Macro-Economics Today, 11 th ed. Bradley R. Schiller, 2009, ISBN: 0-07-128401-x
Further Readings	1-Macroeconomics, 3/E, Manfred Gartner, 2009, FT, ISBN 9780273717904; 2-Principles of Macroeconomics, 4/E, Stonecash, Gans, King, and Mankiw, 2009, Cengage; ISBN: 9780170178730;
Software(s) & Equipment	
References	

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Principles of Accounting I” is designed to familiarise students with GAAP (Generally Accepted Accounting Principles), accounting information, analysing and recording business transactions, preparing accounting equations, and adjusting various entries completion of the accounting cycle. In general, this course covers basic principles of managerial accounting and analysis of cost behaviour and budgeting.

This course also discusses the methods to analyse and calculate depreciation and classifications of inventories.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain the basic rules, regulations, concepts and principles of accounting
2. Analyse the financial data to produce accounting information
3. Prepare financial statements for trade
4. Evaluate financial statements in the managerial decision-making process
5. Identify the areas where management accounting can play an important decision-making role
6. Apply management accounting techniques in planning, control and decision-making situations

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Accounting Principles
Further Readings	
Software(s) & Equipment	
References	Jensen, T., Popowich, W., Hurley, S., Koumarelas, R. S., & Meacher, R. (2015). <i>Fundamental accounting principles</i> . W. Ross MacDonald School Resource Services Library. Weygandt, J. J., Kieso, D. E., Kimmel, P. D., Trenholm, B., Warren, V., & Novak, L. (2019). <i>Accounting Principles, Volume 2</i> . John Wiley & Sons.

Equipment & Materials

You will be notified if you are required to purchase any additional equipment or materials.

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The main aim of this course is to apply GAAP (Generally Accepted Accounting Principles) to record, analyse and interpret financial information. This concept will facilitate students to build a foundation of theoretical and practical knowledge of Financial Accounting and the critical analytical and practical skills required by Financial Accounting students and businesses. The understanding of Financial Accounting is also essential to study the performance and financial strength of a business. That is why Financial Accounting is also called the 'language of businesses'. This course will also facilitate students to obtain valuable knowledge and appreciate the role of Financial Accounting in the assessment and management of a business effectively and efficiently.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Apply accounting principles to record everyday business transactions involving long-term assets, investments, liabilities and stockholders' equity
2. Differentiate between the accounts of a merchandising firm and those of a manufacturing company
3. Utilise basic accounting concepts (debit and credit) to record and alter basic accounting transactions
4. Prepare various statements like income statements, balance sheets, statements of cash flows and statements of retained earnings
5. Identify advantages and disadvantages of a partnership business and record entries to account for a partnership
6. Explain the concept of distribution of profit, calculation of capital ratios, goodwill and change in profit sharing ratios
7. Explain the cash book and bank reconciliation statement concept

Prior knowledge &/ or skills

Principles of Accounting II

Learning resources required

Resources	Description
Course Book(s)	Accounting Principles
Further Readings	
Software(s) & Equipment	
References	Jensen, T., Popowich, W., Hurley, S., Koumarelas, R. S., & Meacher, R. (2015). <i>Fundamental accounting principles</i> . W. Ross MacDonald School Resource Services Library. Weygandt, J. J., Kieso, D. E., Kimmel, P. D., Trenholm, B., Warren, V., & Novak, L. (2019). <i>Accounting Principles, Volume 2</i> . John Wiley & Sons.

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

This course is intended primarily for undergraduate students in business and management studies. This course introduces the rudimentary concepts of mathematics at the level of fundamental mathematics. The course material ranges from essential topics such as coordinate systems and linear functions to more sophisticated subjects such as derivatives.

The course aims to enable students to:

- classify numbers
- use inequalities to show distances
- find absolute values and the distance between two real numbers
- evaluate algebraic expressions
- use the basic rules and properties of algebra
- define and use of functions
- recognise the types of functions
- analyse the graphs of functions
- define the limits and differentiation of functions and
- apply differentiation's rules to find critical points of functions.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define set, subset and algebraic operations
2. Classify real numbers as natural numbers, integers, or rational numbers, complex numbers and their functions
3. Use inequality notation to describe a set of real numbers, inequalities notations to show the distances
4. Analyse the problems relating to tangents and rates of change
5. Analyse the extreme values of functions and determine the shapes of graphs and discuss the behaviour of functions

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Mathematics for Economics and Business, 6/E, Ian Jacques, Prentice-Hall, ISBN 978-0-273-72216-8
Further Readings	College Algebra and Calculus, Larson/Hodgkins, Brooks/Cole, ISBN-13: 978-0-547-16705-3
Software(s) & Equipment	-
References	Thomas' Calculus, 12/E, Thomas, Addison-Wesley, ISBN 13:978-0-321-58799-2

Applications of Mathematics in Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

This course aims to introduce master of business management students to the fundamental concepts of calculus and the advanced algebraic concepts learnt from *Basic Mathematics*. This course aims to familiarise the students with the applications of mathematical methods and techniques in solving business-related problems. The course aims to enable the students to analyse various business functions (profit, supply-and-demand, revenue, cost, compound interest, investment appraisal, and elasticity) based on the mathematical functions empowering the students to apply their knowledge of mathematics in the problems raised in the discipline.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Classify several variable functions such as vectors, matrices, inverse matrix, eigenvalue, and eigenvectors
2. Differentiate the several variable functions and combination of functions to get area, volume or other usages
3. Apply derivatives of several variable functions to determine the maximum or minimum of a function and integrate it into managerial problems
4. Utilise the matrices, algebraic matrix and linear transformations in solving system of linear equations
5. discuss the behaviour of economics functions
6. Work with peers in a team, communicating mathematical ideas

Prior knowledge &/ or skills

Basic Mathematics

Learning resources required

Resources	Description
Course Book(s)	Mathematics for Economics and Business by Ian Jacques, Financial Times/Prentice Hall
Further Readings	College Algebra and Calculus, Larson/Hodgkins, Brooks/Cole, ISBN-13: 978-0-547-16705-3
Software(s) & Equipment	-
References	Thomas' Calculus, 12/E, Thomas, Addison-Wesley, ISBN 13:978-0-321-58799-2

Applied Probability and Statistics in Management I

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Applied Probability and statistics in Management” aims to familiarise the students with the foundations of statistics used in practical research. Effective and scientific decision making is of importance to managers. The course helps students learn how to convert data into information and present and interpret the resulting information. The course also describes how, when, and why managers conduct statistical procedures and methods.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Use statistical tools to present and interpret the resulting data
2. Distinguish between different types of numerical data
3. Collect primary data using sampling and analyse the resulting data
4. Use concepts of probability to calculate the probabilities of events using statistical techniques
5. Distinguish discrete random variables and use statistical techniques to process the data of various distributions such as Binomial, Bivariate, and Poisson
6. Explain continuous random variables and standard distribution table to find the probability of the variable

Prior knowledge &/ or skills

Basic Mathematics

Learning resources required

Resources	Description
Course Book(s)	Managerial Statistics, Gerald Killer, E8, 2008, Cengage learning ISBN 978-0-324-56551 Essentials of Statistics for Business & Economics, Anderson, Sweeney, 2009, Thomson/South-Western, ISBN 0978-0324-56860-8
Further Readings	
Software(s) & Equipment	Excel, SPSS.
References	

Applied Probability and Statistics in Management II

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Applied Probability and statistics in Management II” introduces learners to inference statistics’ predictions and parametric methods. Learners will develop their comparative methods with in-depth learning of how to compare two population statistics using samples. This course enables students to learn how to analyse the available information on the population (the sample) and generalise the results to the entire population under certain conditions and some degree of certainty.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Make inferences about the population from samples with two general procedures of estimation and hypothesis testing
2. Compare two populations based on the information obtained on the relevant samples
3. Apply estimation models for one and two populations
4. Compare two or more populations of interval data using the analysis of variance and ANOVA
5. Apply Chi-Squared statistics to test the normality of distribution and the goodness-of-fit
6. Apply simple and multiple regression models to predict the value of the desired variable based on other variables

Prior knowledge &/ or skills

Applied Probability and Statistics in Management I

Learning resources required

Resources	Description
Course Book(s)	Managerial Statistics, Gerald Killer, E8, 2008, Cengage learning ISBN 978-0-324-56551 Essentials of Statistics for Business & Economics, Anderson, Sweeney, 2009, Thomson/South-Western, ISBN 0978-0324-56860-8
Further Readings	
Software(s) Equipment	& Excel, SPSS.
References	

Ethics in Business

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Ethics in Business” is designed for undergraduate and graduate students in business administration. Ethics in business helps students understand and participate in practical, ethical decision making in organisations. Students will explore business ethics from an applied perspective, focusing on conceptual frameworks, risks, issues, and dilemmas in the real world of business. This course prepares students for the challenges they may face in the organisational ethical decision-making process.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain the importance of business ethics
2. Identify and solve ethical issues regarding organisational business ethics
3. Analyse the decision-making process and apply moral philosophies in decision making
4. Apply business ethics in an organisation and global environment

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2008). <i>Business ethics: Ethical decision making</i> . Houghton Mifflin Company.
Further Readings	Kolb, R. W. (Ed.). (2007). <i>Encyclopedia of business ethics and society</i> . Sage Publications.
Software(s) & Equipment	
References	

Computer and Information Technology in Management I

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Computer and Information Technology in Management” is designed for undergraduate students of business administration. The course aims to familiarise students with

- computer and information technology,
- learning the principles of networks,
- interacting with the computer to solve management related issues,
- any associated operational matters in an organisation.

This course helps students use the computer to achieve an organisation’s goal and understand systematic thinking in management.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define the role of information technology in an organisation and society
2. Discuss different types of software and their application in business
3. Examine the application of the internet in business
4. Use Microsoft Word and Excel to develop business solutions and prepare reports
5. Use Microsoft PowerPoint in presentation
6. Use Microsoft Access to make database, query, and prepare appropriate reports

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Norton, P. (1998). <i>Computing fundamentals</i> . McGraw-Hill Technology Education.
Further Readings	Turban, E., & Volonino, L. (2010). <i>Information Technology for management</i> . Asia: John Wiley & Sons. Schwalbe, K. (2015). <i>Information technology project management</i> . Cengage Learning.
Software(s) & Equipment	
References	Karimi, J., Somers, T. M., & Gupta, Y. P. (2001). Impact of information technology management practices on customer service. <i>Journal of Management Information Systems</i> , 17(4), 125-158.

Research Methodology in Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Research Methodology in Management” is designed for undergraduate students in Business management. This course helps students to conduct relevant, reliable, value-adding and feasible academic research studies. In addition, students need to learn the methods, skills and techniques to equip themselves with the research methods (RM) to be successful managers.

The course aims to give students the tools to conceptualise their thesis regarding research questions, design, methodology, data collection, and data analysis techniques. Business organisations need to rely on relevant academic research findings to make decisions. Therefore, it is necessary to understand the techniques and methods used to collect and analyse data.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Analyse the results of published academic research studies in business management
2. Apply the necessary skills for analysing, critically assessing, and ethically considering the different tools for investigating in research
3. Develop a business research report
4. develop research questions and hypotheses
5. Analyse the reliability and validity of research done by others
6. Evaluate research designs and data collection methods

Prior knowledge &/ or skills

Applied Probability and Statistics in Management I

Learning resources required

Resources	Description
Course Book(s)	Research Methods for Business Students, Saunders, Thornhill Lewis 2009, Pearson, ISBN 9780273716860
Further Readings	Business Research Methods, Donald R.Cooper, Pamela S.Schindler, E10,2008, McGraw-Hil, ISBN 978-0-07-126333-7
Software(s) & Equipment	
References	

Organisational Psychology

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Organisational Psychology” introduces methods, practice, research, and industrial and organisational psychology theories. Organisational Psychology is a subfield of psychology concerned with various aspects of people in the workplace, including employee productivity and well-being. The “Organisational” part is concerned with social and psychological aspects of a workplace, including employee attitudes, behaviour, emotions, health, motivation, and leadership. This course also familiarises students with human resource functions such as analysing jobs, appraising employee performance, selecting, placing, and training employees.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define organisational psychology and explain the roles of an organisational psychologist
2. Discuss how an organisational psychologist uses social science research methods in an organisation
3. Discuss how jobs are analysed, how job performance is evaluated and how workers are trained
4. Evaluate psychological states that influence employee work behaviour such as motivation, job satisfaction, and stress
5. Analyse the state of group work and teamwork in an organisation
6. Apply organisational psychology strategies, human factors and occupational health psychology at the workplace

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Work in the 21st Century: An Introduction to Industrial and Organizational Psychology, 3/E, Landy and Conte, 2009, Wiley, ISBN 978-1-4051-9025-1
Further Readings	Introduction to Industrial/Organizational Psychology: International Edition, 5/E, Riggio, 2008, Pearson, ISBN 9780138158125 Work Psychology (Understanding Human Behavior in the workplace), John Arnold, E4, 2005, Prentice-Hall, ISBN 0-273-65544-2
Software(s) & Equipment	
References	

Fundamentals of Organisation and Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The Business world offers many opportunities in careers for young businessmen and women, but the industry has become very competitive. Therefore, a business manager/leader is required to have the highest combination of knowledge, skills, and strong judgement achievable to upbeat their competitors and lead today's market. There are many fundamentals of business leaders/managers that should know how to operate a business in any industry.

The course "Fundamentals of Organisation and Management" aims to build students' confidence in leading a business market. The course covers the basic principles of business management, including planning and the decision-making process. This course also explains the essential functions of staffing, financing, organising, planning and leading.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain fundamental concepts and principles of management, including the primary roles, history and functions of management
2. Analyse the theoretical aspects of managerial processes
3. To achieve high performance, be familiar with interactions between the environment, technology, human resources, organisations, and quality control in management.
4. Identify the fundamental skills in operational, functional management areas and human resource management, especially emphasising management styles
5. Evaluate the concepts and the principles of a business organisation, including decision makings, planning tasks and managing financial issues
6. Create motivation factors and behaviours in different leadership styles

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	Fundamental of management; essential concepts and application,6/E, 2008, Robbins, DeCenzo, Pearson ISBN: 9780135031711
Further Readings	
Software(s) & Equipment	
References	

Management and Organisational Behaviour

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Management and Organisational Behavior” is designated for undergraduate business management students to integrate management principles and human behaviour within business organisations. It focuses on practising the management organisational behaviour theories to improve the organisation’s efficiency and human resource development.

The main aim of this module is to prepare future business leaders/employees for strengthened leadership roles. Furthermore, students will work or even study as motivated, successful individuals through mutual understanding by studying this course.

The topics covered in this course include individual differences, diversity in attitudes, motivation, job satisfaction, the foundation of group behaviours, communication skills, conflicts, leadership, stress, negotiation, organisational culture, power and politics, and decision making.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Defining organisational behaviour and analyse its influence on the business environment
2. Explain how different behaviours impact individuals through perceptions, values, attributions, and emotions
3. Identify the impact of diversity and the globalisation issues on organisations
4. Develop critical thinking through exercises, case studies and assessments
5. Creating practical presentation skills
6. Apply organisational structure and organisational culture

Prior knowledge &/ or skills

Fundamentals of Management and Organisation

Learning resources required

Resources	Description
Course Book(s)	Organisational Behavior, 13/E, Robbins and Judge, 2009, Pearson ISBN : 978-0-13-207964-8
Further Readings	<p>Organisational Behavior and Management, 8e, Ivancevich, Konopaske, and Matteson, 2008, McGraw-Hill, ISBN 978-0-07-128580-3</p> <p>Management & Organisational Behavior, 8/E, Laurie J. Mullins, 2010, Pearson, ISBN 9780273728603</p> <p>Principles of Organisational Behavior, 4/E, Fincham and Rhodes, 2005, Oxford University Press; ISBN 978-0-19-925397-5</p> <p>Organisational Behavior: Emerging Knowledge and Practice for the Real World, 5/E, McShane and Von Glinow, 2009, McGraw-Hill; ISBN 978-0-07-128103-4</p>
Software(s) & Equipment	
References	

Financial Management I

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Financial Management I” aims to develop the knowledge and skills of a financial manager concerning investment, financing, and policy decisions. In addition, financial managers should understand the techniques and standards of financial approaches. These methods are essential tools that managers can use to protect and effectively and efficiently utilise the financial resources of private and national organisations.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Discuss the role and purpose of the financial management
2. Apply the concept of interest rate to assess investments, bond and stock prices, and payment schedules for loans
3. Calculate a company’s financial statements to perform corporate valuation
4. Use various risks associated with different investments and the way risk is related to return
5. Apply risks of assets in portfolios and the related theories such as Capital Asset Pricing Model
6. Apply various securities and evaluate their prices

Prior knowledge &/ or skills

Principles of Accounting II
Macroeconomics

Learning resources required

Resources	Description
Course Book(s)	Financial Management: Core Concepts, Ray Brooks, 2010, Pearson, ISBN 9780321609397 Economic analysis of Industrial Project (Engineering economy): M.M.Oskounejad, 2018, Amirkabir University Press, ISBN 97896444635670
Further Readings	
Software(s) & Equipment	
References	

Operations Research I

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Operations Research I” is an introductory course designed for undergraduate students in business management. This course covers the application of advanced analytical methods to help make better decisions. In other words, The course deals with the use of mathematical models for planning corporate activities.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Use quantitative methods to assist in decision making
2. Formulate decision-making problems with and without probability
3. Apply the concept of utility and its application in decision making
4. Formulate linear programming, maximisation and minimisation and use graphical procedures
5. Apply simplex method and exceptional cases in linear programming
6. Apply sensitivity analysis to evaluate the optimal solution

Prior knowledge &/ or skills

Applications of Mathematics in Management

Learning resources required

Resources	Description
Course Book(s)	Quantitative Methods for Business, 11 th edition (2008), Anderson, Sweeney, Williams, and Martin. Thomson/South-Western ISBN: 10 – 0 – 324 – 65348 – 4.
Further Readings	Operations Research: An Introduction: International Edition, 8/E, Taha, 2007, Pearson; ISBN 9780131360143
Software(s) & Equipment	Excel
References	

Operations Research II

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Operations Research II” is a course designed for undergraduate students in business management. This course analyses management problems by modelling and using mathematical approaches and applying mathematical techniques to solve managerial problems concerning efficiency and decision making.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Use the sensitivity analysis in linear planning, and discuss the revised method of Simplex and Parametric programming
2. Apply linear programming in management problems
3. Use network flow problems such as; transportation, assignment, and transshipment
4. Utilise linear programs and integer planning
5. Apply CPM and PERT to find the critical path and schedule of a project
6. Apply simulation in managerial decision making

Prior knowledge &/ or skills

Operations Research I

Learning resources required

Resources	Description
Course Book(s)	1- Productivity Measurement for Business Excellence, Prem Vrant, G.D. Sardana, B.S Sahay, 2009 Narosa Publishing House Pvt. Ltd ISBN: 978-81-7319-956-1 2-Operations Research: An Introduction: International Edition, 8/E, Taha, 2007, Pearson; ISBN 9780131360143
Further Readings	
Software(s) & Equipment	Excel
References	

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Marketing and Market Management” introduces market management and its application to insurance and social needs towards self-sufficiency. This course also introduces the students to modern world marketing, including creating customer value, profitable customer relationships, and deciding which target markets the organisation can serve best.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain marketing role in an organisation and society
2. Explain how marketing is affected by changes in the environment and customer behaviour
3. Define the core strategy and the centre of the marketing process
4. Discuss the components in the marketing mix-product, pricing, and promotion
5. Explain how organisations communicate with their various target markets
6. Analyse marketing information management, marketing research and particular insurance marketing

Prior knowledge &/ or skills

Fundamentals of Management and Organisation
Macroeconomics

Learning resources required

Resources	Description
Course Book(s)	Principles of Marketing/My Marketing Lab European Edition, 5/E, Kotler, Armstrong, Wong, Saunders, Armstrong, 2008, Pearson, ISBN 9780273720645
Further Readings	1-Introduction to Marketing: Theory and Practice, 2/E, Adrian Palmer, 2009, Oxford University Press, ISBN 978-0-19-955744-8 2-Business Marketing Management: B2B, 10/E, Hutt and Speh, 2009, Cengage ISBN 9780324581676
Software(s) & Equipment	
References	

System Analysis and Design

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “System Analysis and Design” is a course designed for undergraduate students in business management. This course investigates how system analysis and design help a business succeed by increasing the ability to gather, organise and interpret information. This course also covers new systems planning and development, information technology, systems implementation operation, and system maintenance processes.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain the foundations for systems development
2. Explain the role of information technology in today’s dynamic business environment
3. Assess project feasibility and develop a baseline project plan
4. Determine system requirement, process and conceptual modelling
5. Design a human interface and database
6. Analyse system implementation operation and system maintenance procedures

Prior knowledge &/ or skills

Fundamentals of Management and Organisation

Learning resources required

Resources	Description
Course Book(s)	Essentials of System Analysis and Design: International Version, 4/e, Valacich, George and Hoffer, 2009, Pearson ISBN 9780135069844
Further Readings	Introduction to System Analysis & Design, Jeffrey L . Whitten, Lonnie D.Bentley,2008, McGraw-Hill ISBN 978-0-07-128581-0, Kendall, K. E., Kendall, J. E., & Kendall, K. E. (1992). <i>Systems analysis and design</i> (Vol. 4). Englewood Cliffs, NJ: Prentice-Hall. Systems Analysis and Design, International Student Version, 4/E, Dennis and Wixom, 2009, Wiley, ISBN 978-0-470-40031-9 Wasson, C. S. (2005). <i>System analysis, design, and development: Concepts, principles, and practices</i> (Vol. 22). John Wiley & Sons.
Software(s) & Equipment	
References	

Industrial Accounting I

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The aim of the course “Industrial Accounting I” is to equip students with skills and knowledge to:

- Identify and calculate different types of costs (direct, indirect, variable, and fixed costs)
- Distinguish between job-costing, process-costing, and joint-costing systems
- Determine the product cost using full-costing and direct-costing methods
- Determine the product cost using historical (actual) and standard cost systems

Furthermore, this course also includes a detailed study of manufacturing cost accounts and reports, job order costing, and process costing. The course also involves an introduction to alternative costing methods such as activity-based and just-in-time costing. Students review profit, cost, sales, cost and profit analysis, profit performance, and measurements throughout the courses.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Describe how industrial accounting can be utilised to evaluate business performance and help in the business decision-making process
2. Demonstrate the knowledge of various productions cycles and add costs to various cost accounting elements like materials, labour, and overhead at each production stage
3. Analyse the role and place of cost accounting and various cost account methods and techniques in the modern business environment
4. Explain the role, concept and value creation of cost accounting in managing non-manufacturing and manufacturing concerns
5. Calculate cost according to the impact of the same on a business
6. Identify the selection and specifications of various costs and costing methods

Prior knowledge &/ or skills

Principles of Accounting II

Learning resources required

Resources	Description
Course Book(s)	Lanen, W. N., Anderson, S. W., & Maher, M. W. (2011). <i>Fundamentals of Cost Accounting</i> , 3/e. New York: The McGraw-Hill Companies, Inc.
Further Readings	Hopwood, T. (1994). <i>Accounting as social and institutional practice</i> (Vol. 24). Cambridge University Press. Rathod, N. (2015). <i>Fundamentals of Cost Accounting</i> . Lulu.
Software(s) & Equipment	
References	

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Human Resource Management” develops students’ role as future professionals in managing business organisations. This course covers the functions of labour relations, recruitment, staff selection, business development, and retention. International environments, employment law and current issues will be introduced to students.

This course is ideal for learning human resource management activities, including the concept of the international environment and employment laws.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Apply the principles of human resource management law in the work environment
2. Analyse the models, theories of human resource management in the natural business environment
3. Apply the employment relationship principles in the business industry
4. Analyse human resource activities and functions according to the mission and goals
5. Evaluate team and individual-related issues

Prior knowledge &/ or skills

Management and Organisational Behaviour

Learning resources required

Resources	Description
Course Book(s)	Managing Human Resources: Global Edition, 6/E, Gomez-Mejia, Balkin, and Cardy, 2009, Pearson ISBN 9780135073018
Further Readings	Introduction to Human Resource Management, Banfield and Kay, 2008, Oxford University Press, ISBN 978-0-19-929152-6 Personnel Selection: Adding Value Through People, 5/E, Cook, 2009, Wiley ISBN 978-0-470-98646-2 Human Resource Management, John M. Ivancevich, E11,2009, McGraw-Hill ISBN 978-0-07-126770-0
Software(s) Equipment	&
References	

Professional Management Skills

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Professional Management Skills” is designed for undergraduate students in business management studies. This course introduces the fundamental concepts of management and advanced organisational behaviours. In addition, this course aims to familiarise the students with the applications of managerial skills and techniques in the workplace and empower them to apply their knowledge and skills of management in the problems raised in the working environment.

Moreover, this course aims to enable the students to develop various managerial skills (individual effectiveness, communication, problem-solving and attention to ethics, motivation, performance management, power and influence, leadership of teams and their effectiveness, negotiation and organisational change) based on the theories and principles of management.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define self-consciousness, ambiguous problems, mentor and coach, power and influence, task conflict and relationship conflict
2. Identify the barrier to decision-making
3. Apply behavioural strategies to improve management skills
4. Solve some of the management problems using the PADIL frame
5. Apply quick tests in decision making
6. Develop motivation at the workplace by using the reinforcement theory

Prior knowledge &/ or skills

Fundamentals of Management and Organisation
Management and Organisational Behaviour

Learning resources required

Resources	Description
Course Book(s)	Developing Management Skills by T. Baldwin, W. Bommer and R. Rubin
Further Readings	Carlopio, J., Andrewartha, G., Whetten, D., & Cameron, K. (2012). <i>Develop management skills</i> . Pearson Higher Education AU. Johnson, S., & Winterton, J. (1999). <i>Management skills</i> (pp. 1-49). Nottingham: Department for Education and Employment.
Software(s) & Equipment	-
References	-

International Business Law

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “International Business Law” is a course designed for undergraduate students in business management. International Business Law develops an understanding of business communication systems and responsibilities from business activities, characteristics, duties and rights of individuals and legal entities.

This course familiarises students with their roles as consumers, workers, and citizens in their communities and large societies. In addition, This course prepares students to make ethical, legally-minded, professional decisions currently and in the future.

This course further develops students’ knowledge of rules and status affecting local and global businesses, families, and individuals in their related roles.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain basic legal terminology and concepts to evaluate issues of legal significance in business transactions
2. Apply legal reasoning to situations, form legal conclusions, and compare various legal theories/ interpretations to factual situations
3. Interpret minor breaches, material breaches and define the limits on remedies and damages
4. Explain negligence in tort law, including gross and contributory negligence and vicarious liability
5. Discuss limited liability partnerships and choice of legal and different types of property, concurrent ownership of real property
6. Identify various aspects of business law and business contract applications

Prior knowledge &/ or skills

N/A

Learning resources required

Resources	Description
Course Book(s)	MacIntyre, E. (2007). <i>Essentials of business law</i> . Pearson Education.
Further Readings	Aswathappa, K. (2009). <i>Essentials of the business environment</i> . Himalaya Publishing House. Mann, R. A., & Roberts, B. S. (2015). <i>Essentials of business law and the legal environment</i> . Cengage Learning.
Software(s) & Equipment	
References	

Professional Behaviour in Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Professional Behaviour in Management” is designed for bachelor of business management students. This course helps students understand and participate in practical and ethical decision making in organisations. Students will explore business ethics from an applied perspective, focusing on conceptual frameworks, risks, issues, and dilemmas in the real world of business. This course prepares students for the challenges they may face in the organisational ethical decision-making process.

Learning Outcomes

On completion of this course, you should be able to:

1. Explain the importance of business ethics
2. Identify and solve ethical issues concerning an organisation practice
3. Analyse the decision-making process and apply moral philosophies in decision making
4. Apply business ethics in an organisation in a global environment

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2008). <i>Business ethics: Ethical decision making</i> . Houghton Mifflin Company. Kolb, R. W. (Ed.). (2018). <i>The Sage encyclopedia of business ethics and society</i> . SAGE Publications.
Further Readings	DesJardins, J. R., & McCall, J. J. (2014). <i>Contemporary issues in business ethics</i> . Cengage Learning. Jones, C., Parker, M., & Ten Bos, R. (2005). <i>For business ethics</i> . Routledge.

Core Elective Courses

Strategic Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Strategic Management” is designed for undergraduate students in Business Administration and answers two main questions.

Why is it that at well-organised firms, all employees follow firms’ missions and visions to succeed? Why do some big companies always beat their competitors, having said to have ‘higher returns’ than the others in the same industry having regular or average returns?

This course aims to develop the leadership skills of students to become good managers in the future. It provides students with a view of the complexity and contradiction of a company’s area where all different perspectives arise. This course further teaches students to demonstrate their knowledge and strength of strategic management concepts and theories to apply to different organisational areas.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Demonstrate the concept of Strategic Management and its interconnection with global disciplines
2. Analyse the importance of Internal/External Factors
3. Evaluate the qualities and competencies of a company to formulate a mission and vision statement
4. Develop strategies to organise and monitor the missions and visions’ implementation
5. Explain marketing, finance, research and development, and management information systems
6. Demonstrate the ability to work as a team to solve management related issues in a company

Prior knowledge &/ or skills

Only senior-level undergraduate students can get this course.

Learning resources required

Resources	Description
Course Book(s)	Strategic Management: Formulation ,Implementation and Control John A Pearce , Richard B.Robinson,E11,2009,McGrawHill, ISBN 978-0-07-126375-7
Further Readings	Global Strategic Management, Mellahi, Frynas, and Finlay, 2005, Oxford University Press ISBN 978-0-19-926615-9 Strategic Management: Concepts: International Edition, 12/E, David, 2009, Pearson ISBN 9780136069676
Software(s) Equipment	&
References	

Business Law

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Business Law” is designed for undergraduate students in Business Management. This course develops students’ understanding of communication systems and responsibilities regarding business activities. In addition, this course prepares students to make ethical, legally-minded decisions in case of any issues.

The course “Business Law” develops students’ understanding of the rules affecting local and global business, families and individuals in their related roles. Knowledge of business law is helpful for all students who eventually assume roles as consumers, workers, and citizens in their communities and large societies.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain basic legal concepts and terminologies in business
2. Evaluate the issues of legal significance in business transactions
3. Identify various aspects of business law and business contract applications
4. Apply legal reasoning to situations, form legal conclusions, and compare multiple legal theories/ interpretations to factual situations
5. Explain the concept of minor breaches, material breaches and define the limits on remedies and damages
6. Analyse negligence in tort law, including gross and contributory negligence and vicarious liability
7. Discuss limited liability partnerships and choice of legal and different types of property, concurrent ownership of real property

Prior knowledge &/ or skills

Marketing and Market Management

Learning resources required

Resources	Description
Course Book(s)	Mann, R. A., & Roberts, B. S. (2016). <i>Business law and the regulation of business</i> . Cengage Learning.
Further Readings	August, R., Mayer, D., Bixby, M. B., & Roy, S. (2004). <i>International business law: text, cases, and readings</i> (Vol. 1). Prentice-Hall.
Software(s) & Equipment	
References	Hansmann, H., & Kraakman, R. (2000). The essential role of organisational law. <i>The Yale law journal</i> , 110(3), 387-440.

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Auditing I” is designed for undergraduate students of business administration. This course familiarised the students with

- auditing,
- auditing theory and practice,
- auditing standards,
- auditing evidence,
- internal controls,
- auditors’ reports and professional ethics,
- sampling, accountants’ liability,
- and various auditing programs.

“Auditing I” also discusses the procedures available to gather, summarise, analyse and interpret the data offered in financial accounting statements.

Moreover, in “Auditing I”, students evaluate the principles and practices used by internal auditors and public accountants to examine financial accounting reports and supporting statistics.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define auditing, accounting and financial statement
2. Identify the basics of international financial reporting standards
3. Evaluate auditing work conducted by assurance services
4. Discuss the duties of auditors and other assurance providers
5. Analyse the fundamental concepts to auditing and assurance services, such as ‘independence’, ‘evidence’, ‘risk’, ‘materiality’.
6. Discuss the form, content and importance of the reports provided at the end of the audit or assurance

Prior knowledge &/ or skills

Principles of Accounting II

Learning resources required

Resources	Description
Course Book(s)	Arens, A. A., Elder, R. J., & Mark, B. (2012). <i>Auditing and assurance services: an integrated approach</i> . Boston: Prentice-Hall.
Further Readings	Louwers, T. J., Sinason, D. H., Strawser, J. R., Thibodeau, J. C., & Blay, A. D. (2018). <i>Auditing & assurance services</i> . McGraw-Hill Education. Messier, W. F., Glover, S. M., & Prawitt, D. F. (2008). <i>Auditing & assurance services: A systematic approach</i> . Boston, MA: McGraw-Hill Irwin.
Software(s) & Equipment	
References	The Institute of Chartered Accountants of India. (2008), <i>Auditing & Assurance. Professional Competences Course</i> , 8 th ed, Sahitya Bhawan Publications.

International Monetary and Financial Institutions

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “International Monetary and Financial Institutions” considers and explains the roles of different monetary and financial institutions to supply the needs of business organisations and requirements to invest.

Also, the course will discuss the problems of current financial and monetary markets and an understanding of capital and money market trends.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Identify the process of the financial system and the roles of the financial institution and IMF (International Monetary Funds) as a financial institution
2. Discuss the Islamic Development Bank, World Bank, US Federal Reserve, and European Central Bank as international monetary and financial organisations
3. Calculate the cost of investing and determining the factors that affect interest rates
4. Analyse the economic and political factors influencing foreign exchange markets, international banking, regulations, and market conditions
5. Compare international monetary and financial institutions and explain the role of oil income in the oil-exporting countries
6. Discuss current issues and trends in international monetary and fiscal policies.

Prior knowledge &/ or skills

Macroeconomics

Learning resources required

Resources	Description
Course Book(s)	1-Financial organisation and operation of the IMF, E/6, Pamphlet, International monetary fund, 2001 ISBN: 978-1589060678 2-Financial institutions, markets, and money, E/10, Kidwell, Blackwell, Whidbee, Peterson, Wiley, 2008
Further Readings	The international monetary and financial organisation, Mehdi Ebrahimejad PhD, E/1, 2001. ISBN: 964459536X
Software(s) & Equipment	
References	

International Business

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

In today's modern and interconnected world, businesses need to consider the potential to trade goods or services outside their domestic markets. They need to think globally and require managers who can identify opportunities and negotiate the complexities of international trade.

The course "International Business" introduces undergraduate Business Administration students to the contemporary global business issues that illustrate the unique challenges managers face in an international business environment.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain the nature and scope of international business and get familiar with environmental factors in which global business managers must operate.
2. Discuss cultural forces, attitudes and values affecting managers
3. Discuss Political issues affecting the success or failure of a foreign venture
4. Examine environmental influences such as socio-culture affecting international business
5. Demonstrate organisational designs through which multinational companies can be structured in a global environment.
6. Apply strategies to help a company performs more effectively in a global environment

Prior knowledge &/ or skills

Macroeconomics

Learning resources required

Resources	Description
Course Book(s)	International Business: The Challenge of Global competition, Donald A.Bll, Wendell H McCulloch, Michael Geringer, Michael S.minor & Jeanne M. McNett, E 12, 2009, McGraw-Hill, ISBN 9780077318833
Further Readings	International Business: Strategy, Management and the New Realities: International Edition, 1/E, Cavusgil, Knight, and Riesenberger, 2008, Pearson, ISBN 978013712833 International Business and Management, 1/E, Phil Kelly, 2009, Cengage, ISBN 9781844807840
Software(s) & Equipment	
References	

Business English I and II

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Business English” is designed for the undergraduate students of Business administration. Learning to Reflect on Academic Writing using grammar develops and empowers those thinking and monitoring skills in writing as literacy skills essential to study at university. There is a particular focus on developing grammar skills and the issues dealing with academic writing skills.

This unit is sequenced as follows:

- A focus on tenses in the English language
- A focus on conditional and passive statements and other grammatical points
- A focus on speaking ability using grammar
- A focus on essay writing and writing skills

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Improve your awareness by reflecting on what you already know about grammar writing skills
2. Learn about academic writing skills
3. Apply grammatical structures that can enhance your ability while writing an academic writing
4. Apply grammatical structures in speaking

Prior knowledge &/ or skills

Students studying for a bachelor's degree in Business Administration at the Islamic Azad University can take this course.

Learning resources required

Resources	Description
Course Book(s)	Brick, J. (2011). <i>Academic culture: A student's guide to studying at university (2nd Ed.)</i> . South Yarra, VIC: McMillan Education Australia. Faigley, L. (2011). <i>The little Penguin handbook</i> . Frenchs Forest, NSW: Pearson Australia.

Management Information Systems

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Management Information Systems (MIS)” is designed for undergraduate students of business administration. MIS is a process or system providing the necessary information for managing an organisation effectively. The information that MIS generates is usually considered the main component of intelligent and reasonable business decisions.

This course aims to help businesses learn how to use and manage information technologies to regenerate business processes and improve decision-making in different areas like Accounting, Finance, Marketing, Material Requirement, Human Resource Management systems.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define the concept of system and how it relates to information systems, and why knowledge of information systems is essential for business professionals
2. Discuss the business value of implemented software for data resource management processes and technologies in an organisation
3. Apply several ethical issues regarding the use of information technologies in Business
4. Explain the network and identify the application of telecommunications and the internet in the industry
5. Explain how the internet and other information technologies support business processes within business functions of accounting, finance, human resource management, marketing and material requirement management
6. Discuss planning roles in a business by using information technology

Prior knowledge &/ or skills

System Analysis and Design

Learning resources required

Resources	Description
Course Book(s)	Introduction to Information Systems: Enabling and Transforming Business, 2/E (International Student Version), Rainer, 2009, Wiley, ISBN 978-0-470-23357-3 Information Technology Project Management with CD-ROM, International Student Version, 3/E, Marchewka, 2010, Wiley, ISBN 978-0-470-40948-0
Further Readings	Management Information Systems, James O Brien, George Marakas, E9,2009, McGraw-Hill, ISBN 978-0-07-128043-3
Software(s) & Equipment	
References	

Financial Management II

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Financial Management II” provides undergraduate business administration students with a broader knowledge and skills to understand the operation of financial planning and learn how to link these with business planning and strategies in action.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Evaluate the cost of capital and return as one of the most critical factors in business decisions, i.e. holding period return and effective annual return
2. Evaluate specific investment projects economically and choose the best project from among a set of alternative projects
3. Analyse alternative decision making by different techniques such as payback period, net present value and rate of return
4. Apply various depreciation methods to calculate the deprivation cost of an asset
5. Evaluate after-tax economic analysis
6. Apply Capital Budgeting Selection to evaluate alternative sensitivity and risk analysis

Prior knowledge &/ or skills

Financial Management I

Learning resources required

Resources	Description
Course Book(s)	Financial Management: Core Concepts, Ray Brooks, 2010, Pearson, ISBN 9780321609397 Economic analysis of Industrial Project (Engineering economy): M. M. Oskounejad, 2018, Amirkabir University Press, ISBN 9789644635670
Further Readings	
Software(s) & Equipment	
References	

International Marketing

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “International Marketing” is designed for undergraduate students of business administration. This course aims to develop students’ managerial understanding of international marketing to a professional business level.

This course will help students enhance their implementation skills, decision making, and analytical, in an intense, highly challenging project of developing an actual marketing plan, especially for exporting domestic products. This module places an equal emphasis on marketing and managerial issues faced by firms operating globally.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define international trade framework (international marketing) and environment, and understand how to be successful
2. Explain the framework of global marketing
3. Explain the procedure of a product line that can be marketed abroad
4. Analyse the process of a firm preparing to enter the international market
5. Analyse the importance of quality product and product adaptation concerning cultural requirements
6. Apply global marketing activities, core marketing issues and the multinational corporation

Prior knowledge &/ or skills

International Business

Learning resources required

Resources	Description
Course Book(s)	International Marketing (with InfoTrac®), 9/E, Czinkota and Ronkainen, 2009, Cengage, ISBN 9781439040584
Further Readings	International Marketing, Philip R.Cateora, Mary C.Gilly, John Grahah, E14,2009, McGraw-Hill, ISBN 978007128838-5 Global Marketing Management, 2/E, Lee and Carter, 2009, Oxford University Press, ISBN 978-0-19-923942-9
Software(s) & Equipment	
References	

Purchasing, Warehousing and Distribution Systems

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Purchasing, Warehousing and Distribution Systems” provides knowledge for the concept of

- forecasting,
- purchasing,
- managing,
- providing logistics,
- and warehousing and controlling inventory for minimising related costs in production, service and commercial organisations.

Also, This course discusses the way to obtain knowledge on supply chain management, distribution centres and channels and solve the related issues.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Discuss purchasing methods, including information from the forecasts of demand and planned operations
2. Explain the role of purchasing and logistics management in production, service and commercial organisations
3. Apply purchasing management, including purchasing sources, purchasing systems, purchasing contracts, purchasing payments, auction/tender bid and Ethics in purchasing
4. Discuss the movement of goods and materials through supply chains and distribution centres
5. Analyse concepts and systems of warehousing
6. Apply inventory methods in warehousing

Prior knowledge &/ or skills

Operations Research II

Learning resources required

Resources	Description
Course Book(s)	Operation Management, William Stevenson, E10,2009, McGraw-Hill Irwin, ISBN 978-0-07-009177-1
Further Readings	Operations Management, 9/E, Krajewski, Ritzman and Malhotra, 2009, Prentice Hall, ISBN 978-0136065760 Operations Management, 2/E, Greasley, 2009, Wiley ISBN 978-0-470-99761-1
Software(s) & Equipment	
References	

Banking Fundamentals and Bank Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Banking Fundamentals and Bank Management” is designed for undergraduate students of business management. This course aimed to study the operations of regional and international financial institutes and markets. This course explains the process of central banks to control the amount of money in circulation in their economies. The course content includes practical and theoretical viewpoints related to interest rate determination, the term and risk structure of bonds and the determination of the rate at which countries’ currencies are exchanged.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Define financial systems, i.e. money, financial instruments, financial markets, financial institutions and the central banks, and their importance to the economy
2. Analyse the concept of interest rate and the time value of money to be able to evaluate the price of financial instruments based on the present value of future payments;
3. Examine bonds and stocks and the risk involved in each of these
4. Apply foreign exchange market and the determinants of exchange rates between two currencies in the short and long run
5. Discuss the problems in transferring money between potential savers and investors
6. Analyse monetary policy in the economy and the instruments that the government (central bank) uses to conduct the policy

Prior knowledge &/ or skills

Macroeconomics

Learning resources required

Resources	Description
Course Book(s)	Money, Banking, and Financial Markets, 2 nd edition, Cachectic, McGraw Hill, ISBN 0-07-128772-8 Money, the Financial System, and the Economy: International Edition, 6/E, Glenn Hubbard, 2008, Pearson, ISBN 9780321469540 Money, Banking and Financial Markets, 1/E, Lloyd Thomas, 2005, Cengage; ISBN 9780324176735;
Further Readings	
Software(s) & Equipment	-
References	

Electronic Business

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Electronic Business” is designed for undergraduate students of business management. The course explores the forms of electronic business and describes information technologies and web services that improve the productivity of a business.

This course develops students’ knowledge to identify and solve problems related to electronic business applications. This course constructs students knowledge through the following concepts:

- the basic concepts in electronic business,
- forms of electronic commerce,
- electronic data interchange,
- electronic payment systems,
- electronic business options and opportunities,
- electronic business security concerns, and
- legal and ethical issues.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Explain the concept of electronic business
2. Analyse the ways of communication and business data interchange through electronic media
3. Demonstrate an understanding of the strategic issues related to the use of technology to support business operations and decision-making
4. Evaluate information technologies and web services to cater for various electronic businesses

Prior knowledge &/ or skills

Management Information Systems

Learning resources required

Resources	Description
Course Book(s)	<p>Chaffey, D. (2007). <i>E-business and E-commerce Management: Strategy, Implementation and Practice</i>. Pearson Education.</p> <p>Chesher, M., & Kaura, R. (2012). <i>Electronic commerce and business communications</i>. Springer Science & Business Media.</p> <p>Chesher, M., Kaura, R., & Linton, P. (2013). <i>Electronic business & commerce</i>. Springer Science & Business Media.</p>
Further Readings	<p>Mesenbourg, T. L. (2001). Measuring electronic business. <i>US Census Bureau</i>, http://www.census.gov/estats.</p> <p>Wirtz, B. W. (2001). <i>Electronic business</i>. Springer-Verlag.</p>
Software(s) & Equipment	-
References	

General Elective Courses

Employee Relations in Organisations

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

Why should an organisation pay attention to developing good Labour and Employee Relations? Events in the most well-run organisations can leave employees experiencing feelings of unfairness, alienation, demotivation and frustration. However, with positive employee relations and channels for expressing and dealing with problems, an organisation can ensure that by addressing the employees or group's complaints quickly and fairly and at the lowest level possible within the organisation, a favourable outcome is assured, and issues are not escalated.

The course "Employee Relations in Organisations" is a general elective course for undergraduate business administration students, introducing employee and employer relationships in the industry. This course familiarises students with positive work culture, improving overall productivity and output and benefiting the employee's well-being.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Discuss the nature and consequences of the evolution of industrial and organisational relations
2. Apply employee relations in a workplace
3. Discuss the evolution of labour law
4. Explain how the environment influences the bargaining process
5. Evaluate the functional level of employee relations in an organisation
6. Discuss collective bargaining

Prior knowledge &/ or skills

Organisational Psychology (Core Course)

Human Resource Management (Core Elective Course)

Learning resources required

Resources	Description
Course Book(s)	Katz, H. C., & Kochan, T. A. (2004). <i>An introduction to collective bargaining and industrial relations</i> . Irwin Professional Publications. Leat, M. (2012). <i>Exploring employee relations</i> . Routledge.
Further Readings	Hilgert, R. L. (1969). <i>Cases in Collective Bargaining & Industrial Relations: A Decisional Approach</i> . Holley, W. H., Jennings, K. M., & Wolters, R. S. (2011). <i>The labour relations process</i> . Cengage Learning.
Software(s) & Equipment	
References	

Production and Operation Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
3	-	48	-
3		48	

The course “Production and Operation management” is an elective course for undergraduate business administration students, which introduces the concepts and analytic methods, which help understand some of the management issues of a firm. It also provides the students with strategies, ideas, and tools to deal with these issues to gain a competitive advantage through operations and productions.

Moreover, this course explains production management concepts and how to use different techniques to design and increase the quality and quantity of production- considering human resources as the main factor.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Describe operation management and describe how to match supply and demand by producing goods effectively
2. Discuss the operation function involved in forecast development
3. Analyse operation processes design
4. Discuss location decisions in business
5. Discuss the evolution of quality management, as well as the dimension of product and service quality
6. Apply CPM and PERT to manage and control projects

Prior knowledge &/ or skills

Operations Research I

Learning resources required

Resources	Description
Course Book(s)	Operation Management, William Stevenson, E10,2009, McGraw-Hill Irwin, ISBN 978-0-07-009177-1 Operations Management, 9/E, Rejewski, Rittman and Malhotra, 2009, Prentice-Hall, ISBN 978-0136065760 Operations Management, 2/E, Greasley, 2009, Wiley ISBN 978-0-470-99761-1
Further Readings	
Software(s) & Equipment	
References	

Research Seminar in Marketing

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Research Seminar” is designed for undergraduate degree students of business management. This is a general elective course and aims to encourage the students to practice their academic presentation skills and explore research topics of their interest in detail.

The topic of presentation may include:

- Marketing intelligence,
- Sensory marketing,
- Cloud marketing,
- Role of corporate sustainability and social responsibility in marketing,
- Marketing to postmodern consumers,
- Nostalgia marketing and Neuroscience and consumer emotions

After each presentation, every student will receive constructive feedback from their peers and the lecturer during the course.

Learning Outcomes (LO)

On completion of this unit, you should be able to:

1. Apply marketing intelligence in the presentation
2. Analyse customer experience in marketing
3. Evaluate the role of social media in marketing
4. Apply marketing strategies in the presentation
5. Develop critical thinking skills
6. Develop presentation skills in marketing and management

Prior knowledge &/ or skills

Basic knowledge of computers is required.

Learning resources required

Course Book(s)	<p>Benioff, M., & Adler, C. (2009). <i>Behind the cloud: the untold story of how Salesforce.com went from idea to billion-dollar company and revolutionised an industry</i>. John Wiley & Sons.</p> <p>Krishna, A. (Ed.). (2011). <i>Sensory marketing: Research on the sensuality of products</i>. Routledge.</p> <p>Lees-Marshment, J. (2014). <i>Political marketing: Principles and applications</i>. Routledge.</p> <p>Plassmann, H., Yoon, C., Feinberg, F., & Shiv, B. (2011). Consumer neuroscience. Wiley international encyclopedia of marketing.</p> <p>Schmitt, B. H. (2010). <i>Customer experience management: A revolutionary approach to connecting with your customers</i>. John Wiley & Sons.</p> <p>Sterne, J. (2017). <i>Artificial intelligence for marketing: practical applications</i>. John Wiley & Sons.</p>
Further Readings	
Software	N/A