



KING FAHD UNIVERSITY OF PETROLEUM & MINERALS

COLLEGE OF INDUSTRIAL MANAGEMENT

NEW MBA PROGRAM

2016-2017

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MAIN FEATURE OF THE NEW MBA PROGRAM

Table 1: Statistical Comparison between Current MBA and Revised MBA Programs

Course Type	Current MBA	Revised MBA	Summary of Changes
No. of Pre-MBA Courses	7	3	Retain 2 courses Drop 5 courses Introduce 1 course
No. of Core Courses	11	11	Retain 5 courses Drop 2 courses Move 4 core courses into electives [@] Introduce 6 new courses
No. of Elective Courses	45 [*]	48	Retain 17 courses Drop 28 courses Move 3 courses from core to electives Introduce 28 new courses
Total Credit Hours	45^{**}	42[#]	
No. of Needed Electives	4	3	

^{*} 38 courses without 7 different independent research courses; one of them must be taken as a core course

^{**} 10 core courses (30 credit hours) + 1 independent research course (3 credit hours) taken as a core + 4 elective courses (12 credit hours)

[#] 10 core courses (30 credit hours) + 1 experiential learning course (3 credit hours) taken as a core + 3 elective courses (9 credit hours)

[@] Including the core independent research course

The salient features of the new program:

1. New Pre-MBA program will be reduced to only three (3) courses instead of 7 courses in the old program, which can be registered in one term:

- ACCT 502: Introduction to Accounting and Finance
- ECON 501: Principles of Economics
- OM 502: Statistical Analysis for Business

The three courses can be waived based on approved waiver guidelines. Note that ACCT 502 is an updated course of ACCT 501 that addresses also some finance-related topics.

2. The total credit hours in the new MBA program are 42 credit hours, with the following break-up:

The new MBA program has 42 credit hours. The program consists of:

- I. A total of 10 core courses 10 (total 30 credit hours), and
- II. One experiential learning course (total 3 credit hours). (This is a required capstone course to enable experiential learning and integration of knowledge), and

III. A total of 3 elective courses (total 9 credit hours)

The details are as follow:

I. Core Courses

There are 11 proposed core courses: 10 regular courses and one experiential learning (i.e. capstone course MBA 510). Table 2 provides a list of the 10 core courses.

Table 2: Proposed Core Courses (excluding MBA 510)

	Code	Course Title	Credit Hours
1.	<i>ACCT 509</i>	<i>Financial Reporting and Analysis</i>	3
2.	ACCT 510	Managerial Accounting	3
3.	ECON 510	Managerial Economics	3
4.	FIN 510	Managerial Finance	3
5.	<i>MGT 512</i>	<i>Leadership and Organizational Behavior</i>	3
6.	MGT 580	Strategic Management	3
7.	<i>MIS 511</i>	<i>Information Technology in Organizations</i>	3
8.	<i>MKT 510</i>	<i>Marketing Management</i>	3
9.	OM 511	Management Science	3
10.	<i>OM 513</i>	<i>Operations and Supply Chain Management</i>	3

Note: Courses # 1, 5, 7, 8, and 10 (*in italics*) are proposed new courses in addition to MBA 510.

II. Experiential Learning (MBA 510)

A new capstone courses MBA 510, titled, “Business Practicum” has been introduced. This is a core course with regular class meetings. This course provides MBA students with experiential learning and integration of knowledge. The rationale is to integrate the learning obtained in core courses in real-world projects and simulations.

It is envisaged that the experiential learning schemes can be engaged in practice in one or more of the following ways:

- a. Applied research project
- b. Business model generation projects
- c. Faculty led projects
- d. Simulations and lab based projects.
- e. Assigned by the course instructor to work through:
 - Startup enterprises
 - Consultation projects to startups or SMEs
 - Facilitated engagements with for profit, non-profit, or government Organizations.

III. Elective Courses

Table 3 lists all elective courses in the new MBA program.

Table 3: Proposed Elective Courses

NO ₁	NO ₂	Code	Title
ACCOUNTING			
1	1	ACCT 512	Cost Management Systems
2	2	ACCT 526	Internal Auditing
3	3	ACCT 532	Auditing and Assurance
4	4	ACCT 533	International Accounting
5	5	ACCT 535	Zakat and Business Tax Accounting
ECONOMICS			
6	1	ECON 511	The Macroeconomic Environment of Business
7	2	ECON 520	Microeconomic Analysis
8	3	ECON 525	Energy Economics
9	4	ECON 530	International Economics
FINANCE			
10	1	FIN 521	International Finance
11	2	FIN 523	Investment Analysis
12	3	FIN 524	Financial Derivatives and Risk Management
13	4	FIN 526	Mergers and Acquisitions
14	5	FIN 528	Management of Financial Institutions
15	6	FIN 530	Real Estate Investment and Finance
16	7	FIN 534	Portfolio Management
17	8	FIN 535	Islamic Banking and Finance
18	9	FIN 536	Venture Capital and Private Equity
19	10	FIN 537	Energy Finance
MANAGEMENT			
20	1	MGT 511	Organizational Theory and Design
21	2	MGT 521	International Business
22	3	MGT 525	Human Resources Management
23	4	MGT 527	Entrepreneurship and Small Business Management
24	5	MGT 530	Business Communications and Negotiations
25	6	MGT 531	Corporate Governance
26	7	MGT 534	Management of Technology and Innovation
27	8	MGT 536	Family Business Management
28	9	MGT 537	Management of Non-Profit Enterprises
MANAGEMENT INFORMATION SYSTEMS			
29	1	MIS 512	Data Management
30	2	MIS 515	Systems Analysis and Design
31	3	MIS 531	E-Business Strategy

NO₁	NO₂	Code	Title
32	4	MIS 532	ERP Systems
33	5	MIS 533	Business Intelligence
34	6	MIS 534	Knowledge Management
35	7	MIS 536	Information Security
MARKETING			
36	1	MKT 512	Applied Marketing Research
37	2	MKT 513	Strategic Marketing
38	3	MKT 520	International Marketing
39	4	MKT 521	Buyer Behavior
40	5	MKT 526	Services Marketing
41	6	MKT 532	Customer Relationship Management
42	7	MKT 533	Digital and Social Media Marketing
OPERATIONS MANAGEMENT			
43	1	OM 515	Business Forecasting
44	2	OM 518	Project Management
45	3	OM 530	Supply Chain Management
46	4	OM 531	Business Analytics
OTHER ELECTIVES			
47	1	MBA 590	Special Topics in Business
48	2	MBA 592	Independent Research in Business

Table 4: Electives Courses from Other Graduate Programs within KFUPM

ARE 520	Principles of Facilities Management
ARE 528	Real Estate Management
EM 530	Decision Analysis
CRP 504	Urban Economics
CRP 514	Geographic Information Systems
CRP 533	Public Works Management
CRP 536	Urban Transportation Systems
CRP 538	Environmental Planning and Management
ISE 514	Warehousing and Material Handling
ISE 518	Supply chain information systems
ISE 529	Maintenance Management
ISE 539	Systems Safety Engineering
PETE 551	Petroleum Economic Analysis
SEC 511	Principles of Information Assurance and Security
SWE 505	Principles of Software Engineering
<ul style="list-style-type: none">• <i>Other courses will need pre-approval</i>• <i>MBA students can take <u>maximum one elective course</u> from other KFUPM graduate programs</i>	

THE NEW MBA PROGRAM

MASTER OF BUSINESS ADMINISTRATION (MBA)

The College of Industrial Management offers a Master of Business Administration (MBA) degree, which provides the necessary education and skills to prepare students to work and perform successfully at all, levels of management. The program covers all the functional areas of business and allows the students to take additional elective courses that match their career aims and their personal goals and development, which allows them to further integrate all functional areas and gain the essential overall view of organizational performance. The program accepts both full and part-time students and provides a list of deficiency courses for those whose educational background is not in business fields. Various teaching methods are utilized including experiential learning, cases, team projects, field research, and simulations.

While the overall orientation of the program is general business management, it also puts sufficient emphasis on leadership, globalization, strategy, and stresses application of the theory and skills to the Saudi business environment.

ADMISSION REQUIREMENTS

An applicant for admission to the MBA program should:

1. A four-year Bachelor's Degree (B.A., B.S. or B.E.) in business, engineering or science from an institution whose undergraduate programs are substantially equivalent in length, content, and quality to those of KFUPM, with a major in the proposed field or evidence of suitable background for entering the proposed field.
2. Grade-Point Average (GPA) of 2.50 or higher on a scale of 4.00 or equivalent, and a GPA of 3.00 in the subject of the major field. Official transcripts and degree certificates are required for final admission.
3. Completion of TOEFL with a minimum score of 520 (PBT), 190 (CBT) or 68 (IBT). The TOEFL score must be sent directly to the Deanship of Graduate Studies (KFUPM code is 0868). IELTS is also acceptable (min 6.0).
4. Completion of the Graduate Management Admission Test (GMAT) with an acceptable score.
5. At least three letters of recommendation from the faculty who taught the applicant undergraduate courses.
6. At least one course in college level calculus which covers both differentiation and integration subjects.
7. A working knowledge of computers as evidenced by at least one course in that area (e.g. data processing, programming, information systems, etc.)
8. At least one-year of full-time work experience. This requirement may be waived for graduate assistants, research assistants, and applicants with exceptional academic records.

ADMISSION OF STUDENTS WITH DEFICIENCIES

Students who are admitted to the MBA program are expected to have all the basics and fundamentals in the functional areas of business administration. Those who have a deficiency

in all or some of these areas will be provided with the opportunity to enroll in the deficiency courses offered by the College of Industrial Management. The following conditions will apply to these students:

1. They are admitted as Pre-MBA students and are not allowed to enroll in the MBA core and elective courses until they complete all of their deficiency courses.
2. All Pre-MBA courses must be completed with a **cumulative GPA of 3.00** or more for the student to be admitted to the MBA program.
3. Pre-MBA courses will not count in the MBA program GPA calculation for purposes of graduation. The MBA cumulative GPA will include grades in the core, elective and capstone courses only.

Pre-MBA Courses:

Each applicant's academic record will be reviewed. The applicants who are deficient in the basics and fundamentals of business functional areas will be provided with the opportunity to enroll in all or some of the following deficiency courses:

- | | | |
|-------------|--|---|
| 1. ACCT 502 | Introduction to Accounting and Finance | 3 |
| 2. ECON 501 | Principles of Economics | 3 |
| 3. OM 502 | Statistical Analysis for Business | 3 |

MBA DEGREE REQUIREMENTS

The candidates for the MBA degree are those students who have been admitted to the program and are not required to take deficiency courses or have completed their required deficiency courses with a cumulative GPA of at least 3.00 on a 4.0 scale, and fulfilled all admission provisions. The MBA degree requirements consist of 42 credit hours of which 30 credit hours are in core courses, 9 credit hours in electives, and 3 credit hours in experiential learning.

The MBA degree course requirement: (42 Credit Hours)

1. Core Courses: (30 Credit Hours)

Code	Course Title	Credit Hours
ACCT 509	Financial Reporting and Analysis	3
ACCT 510	Managerial Accounting	3
ECON 510	Managerial Economics	3
FIN 510	Managerial Finance	3
MGT 512	Leadership and Organizational Behavior	3
MGT 580	Strategic Management	3
MIS 511	Information Technology in Organizations	3
MKT 510	Marketing Management	3
OM 511	Management Science	3
OM 513	Operations and Supply Chain Management	3

2. Required Experiential Learning Course: (3 Credit Hours)
MBA 510 Business Practicum 3

3. Elective Courses (9 Credit Hours)

Each student is required to take 9 credit hours from the list of elective courses. The student is given the freedom and flexibility to tailor his electives to meet his personal and career goals and interests. A student may elect to broaden his knowledge and skills by taking his electives from different functional areas or he may elect to concentrate all of his electives in one functional area to gain depth and specialization in that area.

In addition to the MBA elective courses available to the MBA students in the College of Industrial Management, a student may take one of his electives from other graduate courses offered in the University with the approval of the Department Chairman and the Dean of Graduate Studies.

List of Elective Courses

Consolidated List of all Elective Courses (Retained and New)

Table 5: Proposed Elective Courses

NO ₁	NO ₂	Code	Title
ACCOUNTING			
1	1	ACCT 512	Cost Management Systems
2	2	ACCT 526	Internal Auditing
3	3	ACCT 532	Auditing and Assurance
4	4	ACCT 533	International Accounting
5	5	ACCT 535	Zakat and Business Tax Accounting
ECONOMICS			
6	1	ECON 511	The Macroeconomic Environment of Business
7	2	ECON 520	Microeconomic Analysis
8	3	ECON 525	Energy Economics
9	4	ECON 530	International Economics
FINANCE			
10	1	FIN 521	International Finance
11	2	FIN 523	Investment Analysis
12	3	FIN 524	Financial Derivatives and Risk Management
13	4	FIN 526	Mergers and Acquisitions
14	5	FIN 528	Management of Financial Institutions
15	6	FIN 530	Real Estate Investment and Finance
16	7	FIN 534	Portfolio Management
17	8	FIN 535	Islamic Banking and Finance
18	9	FIN 536	Venture Capital and Private Equity
19	10	FIN 537	Energy Finance
MANAGEMENT			
20	1	MGT 511	Organizational Theory and Design
21	2	MGT 521	International Business
22	3	MGT 525	Human Resources Management
23	4	MGT 527	Entrepreneurship and Small Business Management
24	5	MGT 530	Business Communications and Negotiations
25	6	MGT 531	Corporate Governance
26	7	MGT 534	Management of Technology and Innovation
27	8	MGT 536	Family Business Management
28	9	MGT 537	Management of Non-Profit Enterprises
MANAGEMENT INFORMATION SYSTEMS			
29	1	MIS 512	Data Management
30	2	MIS 515	Systems Analysis and Design
31	3	MIS 531	E-Business Strategy
32	4	MIS 532	ERP Systems
33	5	MIS 533	Business Intelligence
34	6	MIS 534	Knowledge Management

NO ₁	NO ₂	Code	Title
35	7	MIS 536	Information Security
MARKETING			
36	1	MKT 512	Applied Marketing Research
37	2	MKT 513	Strategic Marketing
38	3	MKT 520	International Marketing
39	4	MKT 521	Buyer Behavior
40	5	MKT 526	Services Marketing
41	6	MKT 532	Customer Relationship Management
42	7	MKT 533	Digital and Social Media Marketing
OPERATIONS MANAGEMENT			
43	1	OM 515	Business Forecasting
44	2	OM 518	Project Management
45	3	OM 530	Supply Chain Management
46	4	OM 531	Business Analytics
OTHER ELECTIVES			
47	1	MBA 590	Special Topics in Business
48	2	MBA 592	Independent Research in Business

Electives courses from other graduate programs within KFUPM

ARE 520	Principles of Facilities Management
ARE 528	Real Estate Management
EM 530	Decision Analysis
CRP 504	Urban Economics
CRP 514	Geographic Information Systems
CRP 533	Public Works Management
CRP 536	Urban Transportation Systems
CRP 538	Environmental Planning and Management
ISE 514	Warehousing and Material Handling
ISE 518	Supply chain information systems
ISE 529	Maintenance Management
ISE 539	Systems Safety Engineering
PETE 551	Petroleum Economic Analysis
SEC 511	Principles of Information Assurance and Security
SWE 505	Principles of Software Engineering
<ul style="list-style-type: none"> • <i>Other courses will need pre-approval</i> • <i>MBA students can take maximum one elective course from other KFUPM graduate programs</i> 	

Degree Plan for MBA Program (Full-Time Students) ¹

Course #	Title	LT	LB	CR
FIRST YEAR				
First Semester				
ACCT 509	Financial Reporting and Analysis	3	0	3
ECON 510	Managerial Economics	3	0	3
OM 511	Management Science	3	0	3
MGT 512	Leadership & Organizational Behavior	<u>3</u>	<u>0</u>	<u>3</u>
		12	0	12
Second Semester				
ACCT 510	Managerial Accounting	3	0	3
MKT 510	Marketing Management	3	0	3
FIN 510	Managerial Finance	3	0	3
MIS 511	Information Technology in Organizations	<u>3</u>	<u>0</u>	<u>3</u>
		12	0	12
SECOND YEAR				
First Semester				
OM 513	Operations & SCM	3	0	3
MGT 580	Strategic Management	3	0	3
XXX 5xx	ELECTIVE 1	3	0	3
XXX 5xx	ELECTIVE 2	<u>3</u>	<u>0</u>	<u>3</u>
		12	0	12
Second Semester				
MBA 510	Business Practicum	3	0	3
XXX 5xx	ELECTIVE 3	<u>3</u>	<u>0</u>	<u>3</u>
		6	0	6
Total Credit Hours				42

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- ¹ Each student is expected to submit his detailed degree plan according to the above generic degree plan for approval by the Department and the Deanship of Graduate Studies by the middle of the second semester from enrolment.
 - Students are required to adhere with the regulations of degree plan. No relaxations will be given to any student and the courses taken in conflict of the above will not be counted towards the degree.
 - The order of taking the courses can be different from above but students must take the core courses before electives.

Degree Plan for MBA Program (Part-Time Students) ²

Course #	Title	LT	LB	CR
FIRST YEAR				
First Semester				
ACCT 509	Financial Reporting and Analysis	3	0	3
ECON 510	Managerial Economics	<u>3</u>	<u>0</u>	<u>3</u>
		6	0	6
Second Semester				
MGT 512	Leadership & Organizational Behavior	3	0	3
FIN 510	Managerial Finance	3	0	3
OM 511	Management Science	<u>3</u>	<u>0</u>	<u>3</u>
		9	0	9
SECOND YEAR				
First Semester				
MKT 510	Marketing Management	3	0	3
MIS 511	Information Technology in Organizations	<u>3</u>	<u>0</u>	<u>3</u>
		6	0	6
Second Semester				
ACCT 510	Managerial Accounting	3	0	3
OM 513	Operations & Supply Chain Management	3	0	3
XXX 5xx	ELECTIVE 1	<u>3</u>	<u>0</u>	<u>3</u>
		9	0	9
THIRD YEAR				
First Semester				
MGT 580	Strategic Management	3	0	3
XXX 5xx	ELECTIVE 2	<u>3</u>	<u>0</u>	<u>3</u>
		6	0	6
Second Semester				
MBA 510	Business Practicum	3	0	3
XXX 5xx	ELECTIVE 3	<u>3</u>	<u>0</u>	<u>3</u>
		6	0	6
Total Credit Hours				42

-
- ² Each student is expected to submit his detailed degree plan according to the above generic degree plan for approval by the Department and the Deanship of Graduate Studies by the middle of the second semester from enrolment.
 - Students are required to adhere with the regulations of degree plan. No relaxations will be given to any student and the courses taken in conflict of the above will not be counted towards the degree.
 - The order of taking the courses can be different from above but students must take the core courses before electives.

MBA COURSE DESCRIPTION

ACCOUNTING

ACCT 502 Introduction to Accounting and Finance (3-0-3)

Introduces the basic principles, concepts and tools of financial accounting and corporate finance. Topics covered include income statement and statement of financial position, purposes and limitations; statement of cash flows; analysis of financial statements; the introduction to corporate finance, introduction to financial markets and institutions, time value of money, interest rates, and risk and return. Covers ethics in accounting and financial management.

Prerequisite: Graduate Standing

ACCT 509 Financial Reporting and Analysis (3-0-3)

Gives an overview of the objectives and framework of financial reporting for prospective corporate consumers of financial information, such as managers, stockholders, investors, creditors and financial analysts. Emphasis will be on the analysis and interpretations of corporate financial reports and publically available financial information for risk assessment, forecasting, and decision-making. The course will emphasize cross border financial reporting analysis (e.g. IFRS and role of IASB) in global capital market. Ethical dimensions of corporate financial reporting will be considered. Topics include income measurement, receivables, inventory, long-lived assets, investments, liabilities, equity and affiliates, off-balance sheet items, and cash flow analysis.

Prerequisite: Graduate Standing

ACCT 510 Managerial Accounting (3-0-3)

Provides the accounting concepts and techniques related to planning and cost control. It also provides the framework to assess the behavioral dimensions of control systems. Topics include development and uses of accounting data for management decision-making; cost concepts, behavior, and systems; activity-based costing and activity-based management; budgeting, planning and control; pricing decisions, strategy and balanced scorecards, performance measurement and compensation schemes, ethics and management accounting practices.

Prerequisite: Graduate Standing

ACCT 512 Cost Management Systems (3-0-3)

Emphasizes the methods and techniques available to measure and evaluate costs for decision-making, planning and control, and strategic-based performance management. Facilitates to understand major contemporary issues in cost accounting and operational control systems in modern firms. Reviews a number of cost management issues relating to the design and implementation of strategic, operational, marketing, value analysis, and other management models in modern firms; and identifies major contemporary issues in managerial accounting and financial decision-making.

Prerequisite: ACCT 510.

ACCT 526 Internal Auditing (3-0-3)

Introduces to the internal audit profession. Topics include concepts and principles of internal auditing, professional standards, internal auditing process; risk, governance, and control issues; conducting internal audit engagements, audit reporting, and impact of information technology; fraud audit, emerging issues in internal auditing, ethics and internal audit practices; administration of internal audit department.

Prerequisite: ACCT 509 and ACCT510.

ACCT 532 Auditing and Assurance (3-0-3)

Examines the principles and practices of external auditing. Topics include role of the auditor, organization of the audit profession, and the audit environment; generally accepted auditing standards, assurance services, auditor's independence, professional ethics, fraud auditing, forensic accounting techniques, auditor's responsibilities, and legal liability; illustration of audit applications based on discussion of the theory of auditing combined with practical examples of auditing techniques and assurance procedures; discussion and analysis in light of auditor's reporting standards, audit process and case studies and readings.

Prerequisite: ACCT 509.

ACCT 533 International Accounting (3-0-3)

Examines the accounting concepts and techniques for multinational operations and transactions. Topics covered include, International accounting standards and organizations, transnational financial reporting and disclosure problems, accounting information systems and control, financial planning, accounting for foreign currency translation and inflation, cross-border taxation and transfer pricing, consolidated financial statements, comparative international auditing and corporate governance, and international corporate social reporting.

Prerequisite: ACCT 509.

ACCT 535 Zakat and Business Tax Accounting (3-0-3)

Gives an overview of the rules, and objectives of taxation zakat regulations. Participants become familiar with the business income tax and zakat rates. Determination of taxable income and tax liability of corporations and their implications on various corporate decisions such as capital structure, distribution, business formation, cash repatriation, etc. Computing, assessing, and analyzing income tax and zakat base for business entities. Major emphasis will be on local tax and zakat laws.

Prerequisite: ACCT 509.

ECONOMICS

ECON 501 Principles of Economics (3-0-3)

Introduces economic theories and concepts that focus on the functioning of individuals, firms, and markets in a modern economy. First part covers microeconomics topics such as supply and demand in individual markets, elasticity of supply and demand, theory of consumer behavior, the theory of the

firm, markets and competition and the policy choice that affect these markets. Second part introduces macroeconomic concepts such as national income accounting, the measurement of the price level and inflation, aggregate and aggregate supply, national output and income determination both in the short run and the long run, consumption, savings, investment, government expenditures, business cycles, and unemployment. Covers role of commercial banks in creating money and the role of regulation, monetary and fiscal policies in stabilizing the economy.

ECON 510 Managerial Economics (3-0-3)

Links economic theories with business practice to create competitive strategies for sustainability and growth. The topics covered include demand and production theories, the theory of the firm, economic optimization, cost/benefits analysis, pricing policies, information and efficiency, strategic interactions of consumers, firms markets, and regulators, and dynamics of competition.

Prerequisite: Graduate Standing

ECON 511 The Macroeconomic Environment of Business (3-0-3)

Emphasizes the use of economic theory to understand the functioning of the world's markets and economics and the impact of government policies. Topics covered include the determinants of the level of national income and balance of payments, growth, productivity, labor markets and wages, business cycles, investment, money and interest rates, inflation, exchange rates, monetary and fiscal policies, financial crises and financial stabilization.

Prerequisite: Graduate Standing

ECON 520 Microeconomic Analysis (3-0-3)

Covers selected topics like utility theory, analysis of demand and supply, production theory, labor market, and capital theory. It also covers price and output determination in different market structures, resource allocation, income distribution, welfare economics, the economics of uncertainty and information, as well as the analysis of partial and general equilibrium systems.

Prerequisite: ECON 510

ECON 525 Energy Economics (3-0-3)

Focus on the pricing and consumption of energy sources such as petroleum coal, gas and electricity. Topics covered include the analysis of demand and supply of energy commodities with special emphasis on oil, the analysis of short-and long run costs of investments in energy resources under uncertainty, pricing models for exhaustible resources such as oil, and modeling of long-run theory of demand. Other topics include renewable and nuclear energy sources, energy efficiency and conservation, and the environmental impacts of energy use.

Prerequisite: ECON 510

ECON 530 International Economics (3-0-3)

Covers both International Trade and International Finance in an open economy. Early part of the course offers an overview of the world trade, classical and neoclassical theories of international trade, openness and gains from trade, protectionism and government's commercial policies. The later part of the course

MGT 521 International Business (3-0-3)

Develops the analytical capability and perspectives to manage a firm's interaction with its international and global environment. Enable students to better analyze and understand the opportunities and challenges that companies face when expanding their activities internationally. Topics include: international economics and political developments, the economics and politics of trade, business ethics and CSR in the global context, international trade theories, comparative international strategy, international strategic alliances, market entry strategies, country selection, modes of entry, international marketing, organizing multinational enterprises, international human resource management, foreign exchange and international capital markets, risk analysis, country culture analysis, and social and cultural heterogeneities.

Prerequisites: MGT 512

MGT 525 Human Resource Management (3-0-3)

Applies current behavioral science theory, research and techniques to cover the topics of planning, recruiting, selecting, training, evaluating, compensating, and developing human resources within organizations. The coverage of these issues includes international aspects of human resource management including expatriate management in local and multinational organizations. The course also covers dimensions and relevant laws specific to the Saudi business environment.

Prerequisite: MGT 512

MGT 527 Entrepreneurship and Small Business Management (3-0-3)

Familiarizes the participants with the different aspects of entrepreneurship and new venture development. Intends to study and develop analytical and conceptual skills in the management of new ventures and small businesses. It will provide a framework for understanding the entrepreneurial process and analyzing the problems and issues faced by entrepreneurs who start new ventures. Coverage includes nature and importance of entrepreneurial activities, issues and challenges of launching and starting a new business, business plan development and the processes involved in the managing, marketing, financing, and organizing the enterprise. Emphasis is on applying and synthesizing concepts and techniques from the functional areas of accounting, finance, managerial economics, marketing, operations management, and organization behavior in the context of new venture development. Other than new venture formation, the principles also apply to entrepreneurship in corporate settings, small and family business management and to non-profit entrepreneurship.

Prerequisite: FIN 510, MKT 510

MGT 530 Business Communication and Negotiation (3-0-3)

Enhances the skills necessary to communicate and interact effectively. In the first part, the topics covered are communication theories and models, verbal and non-verbal communication, barriers to communication, communication styles, and cultural dimensions in communications. In the second part, the course provides an understanding of prescriptive and descriptive negotiation theory as it applies to two party negotiations, team negotiations, resolution of disputes, agents and ethics, and management of integrative and distributive aspects of the negotiation process, cross-cultural negotiations and arbitration for disputes settlement.

Prerequisite: MGT 512

MGT 531 Corporate Governance (3-0-3)

Examines the means by which stakeholders attempt to ensure that the corporation is managed in their best interests. Governance centers on setting expectations, policies, standards and ways to verify that these are met. Topics include the structure of the corporation and the roles and responsibilities of the board of directors and others stakeholders in monitoring management. It also covers liabilities and fiduciary responsibilities of directors and other officers, and securities regulation with special focus on topics related to Saudi Arabian business laws that permit or require the board of directors to consider the interests of stakeholders such as shareholders' rights.

Prerequisite: MGT 512, FIN 510

MGT 534 Management of Technology and Innovation (3-0-3)

Addresses the core issues of managing technology and innovation within organizations. Develops approaches to analyzing strategies within technology markets. Exposes students to the dynamics and strategies of technology and innovation driven businesses. Topics include the technological basis of the firm, technology strategy, integrating technology with the business strategy, R&D management, patents and intellectual property, disruptive technologies, assessing the firms' innovation capability, technology life cycles, technology transfer, and economic, systems, managerial and sociological approaches to management of technology and innovation.

Prerequisite: MKT 510, FIN 510

MGT 536 Family Business Management (3-0-3)

Examines the nature and uniqueness of family-owned businesses in terms of characteristics, challenges, governance, succession, future generations, ownership and control, the impact of family ownership and control on performance and firm value. Covers the cultural aspects of family business across the globe, the growth and sustainability of family business, keeping the entrepreneurial spirit, and managing the family wealth.

Prerequisite: MGT 512, MKT 510, FIN 510

MGT 537 Management of Non-Profit Enterprises (3-0-3)

Examines the nature and uniqueness of non-profit enterprises and voluntary organizations. Topics covered include theories of nonprofit enterprise, social innovation and entrepreneurship, strategies for non-profits, financial management for non-profits, accountability and control, volunteers management, fundraising, collaborative partnerships, sustainability and growth, and impact measurement.

Prerequisite: MGT 512, MKT 510, FIN 510

MGT 580 Strategic Management (3-0-3)

Introduces the process of strategic management in organizations, including strategy formulation, implementation, and evaluation from the viewpoint of the top management. Takes students through three pillars of the strategic management framework. First, students will be exposed to the tools and

frameworks meant to analyze a firm's external environment, internal environment, and organizational paradigm. Second, students will learn how to assess a firm's existing strategy and subsequently use the information from their analysis to devise a new strategy or alter an existing one. Third, students will learn how to implement an organizational strategy by understanding the important role of organizational change and the implications of business level strategy on functional area strategies with emphasis on integrating the functional areas of management.

Prerequisite: MGT 512, MKT 510, FIN 510

MANAGEMENT INFORMATION SYSTEMS

MIS 511 Information Technology in Organizations (3-0-3)

Use of information technology (IT) in business; IT planning; IT management; Strategic information systems and its role in creating competitive organizations, Managing global corporations and adding business values; Evaluation of IT impact on organizations. Challenges of managing IT resources and services. Topics covered include types of IT roles, service delivery, IT function and IT governance.

Prerequisite: Graduate Standing

MIS 512 Data Management (3-0-3)

Data management concepts. Database support for various levels of management. Relational database model. Database development life cycle. Data modeling. Conceptual, logical and physical database design. Database integrity. Database languages and technology. Data and database administration.

Prerequisite: MIS 511

MIS 515 System Analysis and Design (3-0-3)

Learning the mechanics and techniques in the analysis and design of information systems from a problem-solving perspective. Applying various methodological approaches of developing information systems including feasibility studies, systems planning, analysis, design, testing, implementation, and maintenance.

Prerequisite: MIS 511

MIS 531 E-Business Strategy (3-0-3)

Covers issues that the modern organization must deal with in making strategic decisions concerning the choice, implementation, and execution of electronic business solutions. Strategic use of IT and its impact on business performance. Opportunities and inherent risks of IT use. Electronic business models. Electronic value chain.

Prerequisite: MIS 511

MIS 532 ERP Systems (3-0-3)

Evolution of ERP systems. Fundamentals of business process reengineering, process mapping, ERP technical and functional features. ERP Selection, acquisition and implementation. Challenges associated with implementing ERP systems and their impacts on organizations. Use of ERP systems to support business operations and decision-making. Use of project management techniques to emphasize team dynamics and management skills.

Prerequisite: MIS 511

MIS 533 Business Intelligence (3-0-3)

Foundations of BI. Role of BI in accessing and analyzing information for better business decision making. Topics covered include BI framework, business process management & improvement, performance management & evaluation and IT-based business analytics and reporting. BI tools and best practices. Ethical, legal, and behavioral issues of BI.

Prerequisite: MIS 511

MIS 534 Knowledge Management (3-0-3)

Contemporary theory and practice of Knowledge Management (KM), with an integrated interdisciplinary presentation. KM perspectives arising from artificial intelligence, information systems, and organizational behavior. Technical components of computer tools and technology for managing knowledge. Leverage knowledge effectively within an organization. Evaluation the nature, computer representation, access, and utilization of knowledge versus information within a human context. Preparation for managerial, technical, and systems workers alike in today's modern knowledge-based economy.

Prerequisite: MIS 511

MIS 536 Information Security (3-0-3)

Concepts and methods associated with security of information and information systems planning, designing, implementing, managing, and auditing security on various platforms, including worldwide networks. Risk management and disaster recovery. Techniques for assessing risk associated with accidental and intentional breaches of security. Legal and ethical issues related to the uses of information systems

Prerequisite: MIS 511

MARKETING

MKT 510 Marketing Management (3-0-3)

Introduces fundamental aspects of marketing: how organizations discover and translate target audiences' needs and wants into strategies for providing compelling value propositions that maximize organizational objectives. Builds upon these foundations to provide an understanding of the objectives and typical marketing strategies of organizations and to develop skills in applying the analytical

concepts and tools of marketing to such decisions as branding, pricing, distribution, and promotion and how to monitor performance continually.

Prerequisite: Graduate Standing

MKT 512 Applied Marketing Research (3-0-3)

Application of research methods for enhancing managerial decision-making in marketing. It orients the participants about each stage of the research process including problem definition, research design, design implementation, data collection and analysis, and reporting the findings. The course includes the use of multivariate research methodology and computer software specific to marketing problems in customer analysis, market segmentation, market forecasting, and product positioning and attribute preference research.

Prerequisites: MKT 510

MKT 513 Strategic Marketing (3-0-3)

Assist students in developing skills in the creative and systematic use of marketing concepts and strategies in the design and evaluation of strategic plans. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course develops knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices like which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the marketing mix. Product life cycle (PLC) serves as the central organizing theme of the course. It will explore issues such as designing optimal strategies for the launch of new products, accelerating the revenue during the growth phase, sustaining profitability during the maturity phase, and managing a business during the inevitable decline phase.

Prerequisite: MKT 510

MKT 520 International Marketing (3-0-3)

Develops skills, knowledge, and cultural sensitivity necessary to market successfully in an international environment. It differentiates between global and multi-national approaches to all elements of the marketing mix. Issues of globalization, standardization, inter-market segments in the context of product development, pricing, distribution, communication, and segmentation in global markets are discussed. Major emphasis is on the application of marketing principles in the multinational environment and the cultural influences that require adaptation of strategies in diverse markets. Covers ethical and cross-cultural nuances in marketing to developed and developing economies as well.

Prerequisite: MKT 510

MKT 521 Buyer Behavior (3-0-3)

Examines why consumers behave the way that they do. Introduces basic concepts and principles in consumer/buyer behavior, decision processes and behavior of individuals and organizations as they relate to the purchase and consumption of goods and services. Covers topics related to customer's psychological processes (e.g., motivation, perception and attitudes, decision-making) and their impact on marketing (e.g., demographics and segmentation, branding, customer satisfaction). Examines social and psychological influences on purchasing decisions, emphasizing their implications for marketing strategy. Also covers concepts and relevant psychological and sociological theories of the behavioral sciences, research methods, and applications in marketing management.

Prerequisite: MKT 510

MKT 526 Services Marketing (3-0-3)

Develops skills necessary to manage companies in an increasingly service-oriented and technology-driven economy. Gives an insight into customer loyalty principles and interventions – including customer experience design and implementation of customer management program and in understanding customer loyalty drivers and their impact on growth and profitability. Consideration of demand management, customer portfolios, and frameworks to understand and position services in highly competitive markets is also included.

Prerequisite: MKT 510

MKT 532 Customer Relationship Management (3-0-3)

Focuses on the development and implementation of relationship marketing strategies via the use of CRM initiatives. Students will learn to apply CRM processes for managing the relationships with potential and current customers. Topics covered in the course include relationship marketing, role of CRM in marketing management, and reasons for CRM implementation failure.

Prerequisite: MKT 510

MKT 533 Digital and Social Media Marketing (3-0-3)

Deals with concepts and theories that underpin digital marketing approaches and their relationship to conventional marketing. It helps in understanding the role of new digital and social media marketing within the growth strategies of both mature and new companies. The course introduces forces that drive consumer behavior in the digital economy through developing practical skills relating to digital and data-driven marketing, leveraging large data generated as a by-product of electronic interactions and its critical analysis and evaluation. Teaches also how to develop capacity to test and measure various social media marketing evaluations for businesses to gain significant advantage in the domestic and international marketplace.

Prerequisite: MKT 510

OPERATIONS MANAGEMENT

OM 502 Statistical Analysis for Business (3-0-3)

Introduces basic essential topics in descriptive and inferential statistics with emphasis on applications in business. Covers basic concepts of probability and probability distributions, estimation theory, test of hypotheses, analysis of variance (ANOVA), simple and multiple regression analysis, and introduces nonparametric statistics.

Equivalent to CRP 505

Not to be taken for credit with CRP 505 in the MBA degree plan.

outsourcing, logistics, financial management issues, relationship management, information management, inventory management, and integration and performance measures. Relies on cases to understand and solve problems related to the management of global supply chains and logistics.

Prerequisite: OM 513

OM 531 Business Analytics (3-0-3)

Utilizes analytic methods such as spreadsheet modelling, nonlinear optimization, multi-objective programming, and Monte Carlo simulation in decision-making. Students learn to develop mathematical models that can be used to improve decision making within an organization, sharpen their ability to structure problems and to perform logical analyses, translate descriptions of decision problems into formal models and investigate those models in an organized fashion, Identify settings in which models can be used effectively, and apply modelling concepts in practical situations. The emphasis is on models that are widely used in diverse industries and functional areas, including finance, operations, and marketing.

Prerequisite: OM 511

MBA 590 Special Topics in Business (3-0-3)

Covering contemporary development or emerging issues in the fields of accounting, finance, economics, management, management information system, marketing, operations management etc., which are not covered by other courses.

Prerequisite: Graduate Standing and consent of the course instructor

MBA 592 Independent Research in Business (0-0-3)

Conducting research study on a topic related to accounting, finance, economics, management, management information system, marketing, operations management etc. and adhering to all elements of sound business research. The study methods and findings must be presented orally and in writing in a manner that is consistent with acceptable standards of research communication.

Prerequisites: Graduate Standing and consent of the course instructor

MBA Integrative Course (Experiential Learning/Capstone Course)

MBA 510 Business Practicum (3-0-3)

Semester long course of experiential learning and multidisciplinary projects. Applying academic concepts, analytical skills, and creativity to frame and resolve real business problems and challenges. Types of projects will vary. Some projects require teams to create a business strategy, solve a market entry problem, or perform complex financial modeling. Others ask students to generate product launch plans, propose operations improvements, or develop new customer relationship strategy

Prerequisites: MGT 580