MBA & Business Analytics course description

1. **Business Analytics 502701**

This course will provide students with the decision-making skills they will need to grow and excel as transformational change leaders and managers in an era of Big Data and rapid innovation. This course will also cover how to apply a variety of analytical tools and methodologies to address real-world business challenges and boost productivity.

2. **Research Methodology 502702**

This course focuses on applied statistics, research methodology, and problem-solving through the integration of computer technology with quantitative techniques.   Also, this course covers the role of statistics in the business decision-making process as well as the principles involved in planning and conducting business research. It provides the theoretical and practical base for a straightforward research project. It covers the fundamentals of the research proposal, literature review, and qualitative and quantitative methods.

3. **Marketing Management 502703**

Marketing management takes an analytical approach to the study of marketing problems of business firms and other types of organizations. Attention focuses on the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort. This course is also concerned with practicing the various functions of management science in managing marketing activities to achieve the organization's strategic objectives.

4. **Managerial Accounting for Decision Makers 502704**

This course will cover every facet of cost data, including how it affects decision-making, planning, and control. Students will learn about the data's adaptability as well as how accounting procedures in manufacturing, service delivery technology, and other fields are changing. The two main forms of product costing systems, as well as the notion of cost flow, will be covered in this course. From process costing, calculates the costs of direct labor, direct materials, and overhead for each process, Department, or function, to value-based solutions that assist organizations in manufacturing and delivering products and services while reducing waste.

5. Data Mining for Business 502705

This course covers data mining techniques and fundamental quantitative models as well as how to apply them. The course includes an introduction to data mining principles, issues, tasks, and techniques. Data preparation, data warehouses and data marts, association rules, classification, clustering, evaluation and validation, scalability, spatial and sequence mining, and data mining applications are just a few of the topics covered.

6. Operations and Supply Chain Management 502706

This course covers strategic planning and optimized design of the location, transportation, and internal and external flows (Supply Chain Management and Demand Chain Management. Models and methods of decision analysis in product development, sourcing and supplier strategies, outsourcing, strategic partnerships, inventory management, and forecasting models are covered in this course as well. Moreover, this course will focus on inventory optimization, demand planning, project planning, queue optimization, general optimization, simulation, risk, game theory, and product selection optimization.

7. Strategic Management 502707

Strategic Management is a capstone course that seeks to provide a "system" view of organizations. The course is designed to require students to utilize knowledge gained from previous courses in economics, marketing, management, accounting and finance for the design and implementation of business strategy. This course will provide the theoretical and practical base on how to analyze the firm's competitive position, develop strategies, and design a set of actions to implement the strategy within the constraints of the internal and external environmental factors is the core of this course. Skills gained in this course will be applied to a variety of cases covering various types of strategies in different types of organizations to blend theory and practice.

8. Business Data Visualization and Reporting 502708

This course will provide students with the fundamentals of business analytics and visualization, allowing them to evaluate data, transforms insights into business choices, and communicates outcomes to stakeholders. The graphical representation of information and data will be covered in this course. Data visualization tools make it easy to examine and comprehend trends, outliers, and patterns in data by employing visual elements like charts, graphs, and maps. This course will teach decision-makers how to visualize analytics so that they can grasp tough concepts or spot new patterns.

9. Managing People and Organizations 502709

This course covers the fundamentals of management theory, research, and practice. The first-line supervisor's responsibility in balancing, coordinating, and integrating individual and organizational demands is highlighted. This course will provide students with a better basis for understanding, evaluating, and managing complex organizations.

10. Enterprise Resource Planning 502710

This course will provide the students with a general understanding of Enterprise Resource Planning (ERP) software systems and their significance in businesses. It covers the fundamentals of integrated information systems and discusses why they are beneficial to businesses. The course will also cover a variety of business scenarios in which ERP concepts can be used. There will also be a discussion on Business Intelligence (BI) and analytics in the context of ERP.

11. Project Management 502711

This course develops an understanding of the way companies handle and manage their projects. In particular, the course discusses the importance of deriving clear concepts of the project definition and project scope. Other topics discussed are the importance of the project management team, planning and implementing the practical tools and techniques required for the project.

12. Social Media Analytics 502712

This course will concentrate on the rapid rise of social media, which has provided ordinary people with a strong instrument for creating information and disseminating opinions. Simultaneously, social media has provided businesses with an unparalleled opportunity to engage in real-time conversations with customers. Students will learn how to use analytics tools to harness social media data in the social media analytics course. The course will cover technologies including engagement analytics, sentiment analysis, topic modeling, social network analysis, influencer identification and evaluation of social media strategy.

13. Database Management 502713

The increasing trend of organizations and business decision-making based on data-driven decision-making will be covered in this course. Understanding the capabilities and limitations of the systems, determining whether to access data directly or through technical professionals and learning how to retrieve and use the information effectively, will be covered in this course. In

addition, knowledge of how to build new systems and related applications is a distinguishing advantage and requirement in today's world. The Relational Database Management System (RDBMS) is one of the most extensively used database systems, and it is the subject of this course.

14. Master Thesis 502799

The master thesis is composed of 9 credit hours to be taken at AUM. Students can fulfill this During the master thesis, students are expected to conduct extensive research on topics related to the field of Business Administration and Business Analytics. Moreover, a defense examination will be conducted to evaluate the student's capabilities in carrying out research, with a focus on the analysis and interpretation of the results obtained during the period of the master thesis.

Remedial courses:

1. Principles of Management 502101

This course is an introductory course examining the role of the manager in modern business. It covers different managerial styles and highlights the characteristics of effective management styles. It also differentiates between different organizational structures and identifies environmental issues as they impact the managerial style. It also discusses the managerial roles of organizations in terms of planning, organizing, controlling and evaluating. Discuss and describe the leadership skills, motivation techniques, and effective teamwork

2. Principles of Finance 507102

This course provides an overview of business financial management. Emphasis is on financial statement analysis, time value of money, management of cash flow, risk and return, and sources of financing. Upon completion, students should be able to interpret and apply the principles of financial management.

3. Mathematics for Business 903103

This course introduces students to a selected range of fundamental concepts in mathematics that can be used in the context of business and enterprises. The course covers the topics of linear equations, quadratic functions, matrices and their wider applications in business, and differentiation. The course is delivered through lectures, classroom exercises and home works.

4. Statistics for Business 903182

In this course, the students are focused on the tools and methods for the effective use of data in problem-solving and making management decisions. It emphasizes data management and proper ways to communicate the findings in an executive manner. This course covers probability, decision analysis, continuous distributions, hypothesis testing, ANOVA, correlation and simple linear regression. Exercises and examples are drawn from marketing, finance, and operations management.