

COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (BBA)

INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT (IED)

IED 4001: Entrepreneurial Mindset and Behavior

Pre-requisite: BBA 3234

This course is designed to introduce students to the mindset and behavior of successful entrepreneurs. Students will learn to cultivate an entrepreneurial mindset, including creativity, innovation, risk-taking, and opportunity recognition. They will explore the characteristics and traits of successful entrepreneurs and how to develop these qualities in themselves. The course covers entrepreneurial decision-making, problem-solving, leadership, and the importance of networking and building relationships in the entrepreneurial ecosystem. They will learn to identify market opportunities and develop innovative solutions to meet customer needs. This course aims to provide students with a foundation in entrepreneurial thinking and behavior, which will prepare them to pursue entrepreneurship careers or contribute entrepreneurial thinking to existing organizations.

IED 4002: Accounting for Entrepreneurs

Pre-requisite: BBA 3234

This course provides students with a solid understanding of accounting principles and practices for entrepreneurs. Students will learn how to develop and analyze financial statements, including balance sheets, income statements, and cash flow statements. They will also explore topics such as financial analysis, budgeting, forecasting, and financing options for new ventures. The course covers various business structures and tax implications, including sole proprietorships, partnerships, corporations, and limited liability companies. Students will gain practical experience in using accounting software and tools to manage financial data and make informed business decisions. They will also explore the impact of financial decisions on the overall business strategy and goals. In short, this course provides students with the knowledge and skills necessary to understand and manage the financial aspects of starting and growing a new venture.

IED 4003: New Venture Development

Pre-requisite: BBA 3234

This course focuses on the practical aspects of developing a new venture, including ideation, business planning, and launch strategies. Students will learn how to identify and evaluate market opportunities, conduct market research, and develop a business plan that includes a marketing plan, financial projections, and operational strategies. They will explore various forms of funding and financing options, including venture capital, angel investors, and crowdfunding. The course covers legal considerations, such as intellectual property rights, contracts, and regulatory compliance. Students will gain practical experience in developing a business plan, pitching to investors, and launching a new venture. Therefore, this course aims to provide students with the tools and skills to successfully start and grow a new business. Students will develop an understanding of the critical aspects of new venture development, including market analysis, financial planning, and fundraising, and gain practical experience in developing a business plan and pitching to investors.

IED 4004: Entrepreneurial Finance

Pre-requisite: BBA 3234

This course gives students an in-depth understanding of financial management for entrepreneurial ventures. Students will learn about the different sources of financing available to entrepreneurs, such as venture capital, angel investors, and traditional bank loans. They will explore how to develop and evaluate financial projections, assess financial risks, and make informed financial decisions. The course covers topics such as financial statement analysis, cash flow management, valuation, and exit strategies. Students will gain practical experience using financial modeling software to develop financial projections and create investor pitch decks. Students will learn how to develop and execute financial strategies that support their business objectives and ensure long-term sustainability. This course provides students with the financial management skills necessary to start and grow a new venture successfully.

IED 4005: Economics for the Entrepreneurs

Pre-requisite: BBA 3234

This course introduces students to the fundamental principles of micro and macroeconomics and how they apply to entrepreneurship. Students will learn about supply and demand, market structures,

pricing strategies, and international trade. They will explore how economic policies and regulations impact the business environment and how entrepreneurs can adapt to changing economic conditions. The course covers topics such as cost analysis, market research, competitive analysis, and strategic planning. Students will gain practical experience using economic principles to make informed business decisions and develop effective business strategies. Students will learn how to identify and evaluate market opportunities, assess the feasibility of new ventures, and make informed decisions about pricing, production, and distribution. This course aims to give students a solid understanding of economic principles and how they apply them to entrepreneurial ventures.

IED 4006: Consumer Behavior and Digital Marketing

Pre-requisite: BBA 3234

This course provides students with an understanding of the fundamental principles of consumer behavior and how to develop effective digital marketing strategies. Students will learn about the different stages of the consumer decision-making process, such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The course covers topics such as market segmentation, targeting and positioning, brand management, search engine optimization, social media marketing, and email marketing. Students will gain practical experience in developing digital marketing campaigns, analyzing consumer data, and evaluating the effectiveness of marketing strategies. Students will learn to use digital marketing tools and platforms to reach their target audience and build brand awareness.

IED 4007: E-commerce

Pre-requisite: BBA 3234

This course gives students an understanding of electronic commerce (e-commerce) and its role in modern business operations. Students will learn about the different types of e-commerce models, such as business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). They will explore the different components of e-commerce, such as payment systems, security, and logistics. The course covers topics such as e-commerce platforms, e-commerce marketing, and e-commerce analytics. Students will gain practical experience using e-commerce platforms to create and manage online stores, develop e-commerce marketing strategies, and analyze e-commerce data. Lastly, this course aims to provide students with the knowledge and skills necessary to leverage e-commerce to support business growth and success.

IED 4008: Marketing Research for Entrepreneurs

Pre-requisite: BBA 3234

This course focuses on the importance of marketing research in entrepreneurship and new venture development. Students will learn about different research methods, such as surveys, focus groups, and observation. They will explore how to develop research questions, collect data, and analyze data to inform marketing decisions. The course covers topics such as market segmentation, targeting and positioning, product development, and pricing strategies. Students will gain practical experience in conducting market research to support marketing decision-making. This course aims to give students the skills to conduct marketing research and use the insights gained to develop effective marketing strategies for new ventures.

IM 4005: Business Risk Management

Pre-requisite: BBA 3126

This course focuses on identifying and managing entrepreneurship and new venture development risks. Students will learn how to identify and evaluate different types of risks, including financial, operational, legal, and strategic risks. They will explore various risk management techniques and strategies, such as risk avoidance, risk transfer, and reduction. The course covers topics such as risk assessment, risk analysis, risk communication, and risk monitoring. Students will gain practical experience using risk management and techniques to identify, evaluate, and manage risks in a new venture. They will also learn how to develop risk management plans that mitigate the impact of potential risks on the business. This course will provide students with the skills necessary to identify and manage entrepreneurship and new venture development risks.

MIS 4001: Enterprise Resource Planning

Pre-requisite: BBA 3129

Today's business requires integrating information systems within and across the organization to ensure visibility, transparency, and effective decisions. This course introduces students to the main ideas and fundamental technology underlying the development, implementation, and use of integrated enterprise information systems within the value chain of organizations. Topics include SAP R/3 application modules, technical architecture of R/3, SAP application development and system management, ERP implementation issues and business engineering in R/3, accelerated SAP, going live, post-implementation issues, next-generation enterprise, and others.

MIS 4006: Business Intelligence and Decision Support System

Pre-requisite: BBA 3129

This course introduces the technologies that are generally called business analytics. The core technology consists of DSS, BI, and various decision-making techniques. Students are provided examples of use cases and hands-on exercises to analyze and tackle multiple business situations with computerized tools and techniques.