

COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (BBA)

INTERNATIONAL BUSINESS (IB)

IB 4001: International Banking

Pre-requisite: BBA 3130

'International Banking' and 'Multinational Banking' are often used interchangeably. Theoretically, international banking is broader than multinational banking as the former deals with 'cross-border and cross-currency facets of the banking business. At the same time, the latter involves an element of foreign direct investment, and MNBs are a type of multinational enterprise (MNE). Physical banking presence offshore is not necessary for the operation of international banking and foreign banking. This course aims to equip students with the background and current knowledge of international banking. This course covers all aspects of banking, including foreign exchanges, transfers, withdrawals, loans, and more across countries.

IB 4002: Global Business Strategy

Pre-requisite: BBA 3130

This course focuses on future developments, changing environments, and creativity in global business. Students will develop new, original, global strategies establishing unique competitive advantages for selected firms and organizations. Environmental, industry, and core competency analyses will be presented and adapted to global regions and countries. In addition, this course examines grand strategies focusing on international mergers, acquisitions, and other business combinations.

IB 4003: International Enterprises and Transactions

Pre-requisite: BBA 3130

This course examines international organizational structures and functions. It also examines strategic planning components, formal control, business/government relationships, strategic alliances, and related problems such as international agreements and cross-cultural and transactional questions.

IB 4004: International Business Governance, Ethics, and Law

Pre-requisite: BBA 3130

This course will introduce the students to the differences in culture, laws, and politics among countries and their impact on business. Second, the course will examine the mechanisms that govern and regulate international business. Third, it will review national laws and international agreements and their impact on trade. Fourth, the course will examine how trade treaties are negotiated and the mechanisms created to implement and monitor them. Finally, it will examine the role of ethics in international business and its importance.

BECO 4005: Development Economics

Pre-requisite: BBA 2222

This course focuses on the role of public policy in economic development and the political context in which policy decisions are taken. The course provides an overview of development theories and concepts. It aims to elucidate the word development's diverse meanings and explain alternative theories of why and how development occurs in each society or fails to do so. It explores the causes of why same-path-for-all development policies did not and will not bring any benefits to the different countries with diverse economic endowments.

BECO 4011: Labor Economics

Pre-requisite: BBA 2222

This course provides a theoretical and empirical discussion of labor markets. Labor relations and the labor market dynamics are discussed in considerable detail. This course aims to promote the growth of independent research interests in labor economics and related areas. Topics include labor supply and the determinants of work hours, migration, human capital investments, labor demand, determination of wages and employment, discrimination, internal labor markets, trade unions, and macroeconomic issues related to wages and employment.

FIN 4008: Global Finance

Pre-requisite: BBA 3126

This course focuses on the theoretical and practical knowledge required for managing multinational corporations' financial and investment functions. Students will discover how the international capital markets, foreign exchange markets, and derivative markets can be used to manage the transaction and operating risks facing multinational firms. Through hands-on case studies and empirical evidence, students will learn how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined. The general emphasis is on identifying and managing opportunities and risks relating to international investments, exchange rate fluctuations, international financial markets, and government policy changes.

HRM 4009: Human Resources in Global Business Environment

Pre-requisite: BBA 3125

The course is designed to explore an organization's vision and mission, examine principles, techniques, and organizational and environmental analysis models, and discuss the theory and practice of strategy formulation and implementation, such as corporate governance and business ethics, to develop effective strategic leadership.

MGT 4008: Negotiation Theory and Practice

Pre-requisite: BBA 2113

This course explores significant negotiation theory and practice themes, including distributive versus integrative bargaining, personality styles, multi-party negotiation, and ethical issues. Students are encouraged to reflect on the theoretical foundations that underlie our actions and the many considerations that influence effective and ethical negotiation practice.

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.

MKT 4006: International Marketing

Pre-requisite: BBA 3127

This course provides an overview of the global strategy and process of marketing goods and services. National market, review of international trade theory, analysis of the balance of payment position and foreign currency market, export market, international joint ventures, licensing and licensing arrangements, patents and copyrights, international trade arrangements and regional trade grouping, the generalized system of preferences, packaging, shipping, and financing practices in the international market are discussed in this course.

OSCM 4004: Logistics Management

Pre-requisite: BBA 3128

This course provides an opportunity to study and apply logistics management knowledge and skill sets in different business settings that students need for a successful professional career. Topics include fundamental concepts of logistics management, lean logistics, customer demand, operational integration, transportation, logistics network design, reverse logistics, warehousing, packaging, and material handling. The course focuses on essential design and development of global logistics management knowledge, problem-solving skills, case studies analysis, and software use. In addition, the students will be assigned to various problems related to logistics management that will help them better understand and apply techniques in real-world practical situations.