

BUSINESS MANAGEMENT MASTER COURSE CONTENTS

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary/Elective
MAN502	Research Methods	(3,0,0)	3	7.5	Compulsary
Writing strategies and ethical considerations. Arguments presented in a proposal. Quantitative designs. Qualitative designs. Mixed methods designs. The research problem and questions. The research topic. Steps in conducting a literature review. Searching computerized databases. Variables in quantitative research. Collecting the data. Qualitative research questions.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary/Elective
MAN504	Quantitative Methods	(3,0,0)	3	7.5	Compulsary
Introduction to quantitative methods. Understanding different data types. Breakdown of data and data presentation methods. Frequency tables and frequency distributions. Graphical presentation. Descriptive statistics. Dispersion and measures of dispersion. Covariance, correlation, and linear regression assumptions. Hypothesis testing. Computer applications of simple regressions.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary/Elective
MAN540	Strategic Management	(3,0,0)	3	7.5	Compulsary
The evolution of the modern Corporation. The external environment. Analyzing the organization's microenvironment. Internal capability. Operational excellence. Organizational control. Business-level strategy. Competitor analysis framework. Corporate-level strategy. Diversification strategies. Analysis and reporting.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary/Elective
MAN590	Seminar	(3,0,0)	0	7.5	Compulsary
Determination of thesis topic. Development of the thesis research plan. Presentation of the thesis proposal.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary/Elective
MAN599	Thesis	(0)	0	30	Compulsary
Dissertation writing and presentation of the dissertation.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary /Elective
FIN516	Financial Management	(3,0,0)	3	7.5	Elective
The goal of financial management. Corporate tax implementation. Cash flow analysis. Balance sheet and income statement overview. Ratio analysis. Time value of money and interest rates. Annuity and perpetuity calculations. Bonds market overview and it's functionality. Stock market overview and it's functionality.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary /Elective
MAN516	Total Quality Management	(3,0,0)	3	7.5	Elective
Leadership. customer satisfaction. Employee involvement. Continuous Process improvement. Performance measures. Benchmarking. Quality management systems. Environmental management system. Quality function deployment. Quality by design. Qailure mode and effect analysis. Total productive maintenance. Management tools.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary /Elective
MAN520	Organizational Behavior	(3,0,0)	3	7.5	Elective
The field of organizational behavior. International and organizational culture. Individual differences at work. Perceptions and attributions. Job design and performance. Evaluation and rewards influence behavior. Managing employee behavior. Managing individual stress. Group behavior and interpersonal influence. Organizational processes. Organizational design. Change, and innovation.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary /Elective
MAN525	Human Resources Management	(3,0,0)	3	7.5	Elective
The role of human resources. Developing and implementing strategic HRM plans. Diversity and multiculturalism. Recruitment. Retention and motivation. Successful employee communication. Managing employee performance. Employee assessment. Working with labor unions. International HRM.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary /Elective
MAN541	Project Management	(3,0,0)	3	7.5	Elective
The project manager–line manager interface. The downside of project management. Differing views of project management. Project life cycles. Project management methodologies. Developing work integration positions. Skill requirements for program managers. Project planning. Project appraisal.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsary/Elective
MRKT501	Marketing Management	(3,0,0)	3	7.5	Elective
Defining marketing for the new realities. Marketing planning and management. Analyzing consumer markets. Analyzing business markets. Conducting marketing research. Identifying market segments and target customers. Crafting a customer value proposition and positioning. Managing marketing communications. Personal selling and direct marketing.					