

## **COURSE DESCRIPTIONS**

### **Accounting for Managers**

**30 Clock Hours**

**Prerequisite: Financial Mathematics**

The purpose of this course is to provide students with an understanding and appreciate of management accounting concepts, principles, techniques, and procedures. This course also covers operational and financial budgeting including forecasting sales, costs, and expenses. Capital budgeting methods such as net present value (NPV), internal rate of return (IRR), and payback and book rate of return are included in the course.

#### **Course Objectives**

Upon the successful completion of this course, students should be able to prepare

- Cost-volume-profit analyses
- Control and cost center performance evaluation
- Product costing under the variable, standard, and throughput methods
- Cost analyses (variable and fixed, avoidable and unavoidable, direct and indirect, manufacturing costs—that is, direct materials, direct labor and factory overhead—and activity-based costing

### **Business English and Communication**

**30 Clock Hours**

This course provides students with a framework for written and verbal communication in the business world across a variety of different organizations and industries. This class will focus on researching, preparing and executing short and long reports, slide presentations and verbal presentations.

Students will be responsible for at least two major projects including Business Plans for new ventures as well as Investigative Reports on major Fortune 500 corporations and International companies. Students will learn how to discuss and argue key economic and political events in the form of debates.

#### **Course Objectives:**

Upon the successful completion of this course, students should be able to

- Consider the best career opportunities in the dynamic world of information and services.
- Understand the functionality of business communications.

- Appreciate the variables in the job acquisition process (understanding the behavior required before the job (interviews), during the job (business etiquette and the importance of a professional work ethic), and for continuing success for the future).
- Understand the broad communication tasks which business leaders of today face.
- Explore the proper and effective use of written composition, verbal, and nonverbal skills in the professional environment.
- Learn the styles and formats of internal and external communications (for example, good, bad, neutral, and mixed newsletters/memos, etc).
- Understand how communication skills have changed and will continue to evolve in the 21<sup>st</sup> century; (for example, communicating with diverse audiences).
- Develop problem solving and written analysis skills.

### **Business Law & Legal Aspects of Business**

#### **30 Clock Hours**

Business Law provides the student with a basic understanding of the legal and ethical framework within which commercial activities occur in the United States. At the outset, students become familiar with the United States' dual court system and the litigation process. The specific tenets of contract law, tort law, sales, warranties and product liability are covered as appropriate. Other areas of the law and the ethical context within which the law operates in the United States will also be discussed.

#### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Define basic legal terms.
- Differentiate between civil and criminal law.
- Describe the differences between state and federal court systems and the jurisdiction of each court.
- Recognize law-oriented business problems in the areas of contracts, torts, sales, warranties, and product liability.
- Analyze factual information and determine the legal principles that apply.
- Describe the impact of constant economic and social change on the U.S. legal system.
- Distinguish between what is legal and what is ethical and describe several major ethical theories and their impact on corporate behavior.
- Think critically by applying law to fact patterns presented in case briefs and determining proper outcomes.
- Write and speak fluently about legal issues.

## **Business Strategy and Policy**

**30 Clock Hours**

**Prerequisite: International Marketing**

This course is concerned with the formulation and analysis of business strategy. Business strategy is the set of objectives and policies that collectively determine how a business positions itself to increase its returns and create economic value for its owners and stakeholders. Strategy is concerned with answering two central questions: "What businesses should we participate in?" and "How should we compete?"

In this course, students will learn analytical techniques for diagnosing the competitive position of a business, evaluating business strategies, and identifying and analyzing specific business options. These concepts and frameworks will help students learn to put structure on complex and unstructured problems in business strategy in order to provide a solid foundation for managerial decision making.

This is an integrated capstone course focusing on application of case studies to the nature, functions and activities of actual businesses analyzing objectives, policies, and performance, all in relation to the outside environment. Case studies will be used to develop analytical skills. Knowledge and techniques, which have been learned in earlier courses, will be applied in this course.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Demonstrate strategic business planning, justification, and implementation abilities on a level appropriate to their educational degree.
- Using real world situation, develop strategies that maximize a company's opportunities and minimize the threats on a level appropriate to their educational degree.
- Integrate knowledge gained in accounting, finance, management, and marketing and apply it toward developing a strategic plan on a level appropriate to their educational degree.
- Describe senior management's perspective of the organization, its stakeholders, competitors, and markets served on a level appropriate to their educational degree.

## **Change Management**

**30 Clock Hours**

**Prerequisite: Project Management and Organizational Behavior**

Organizations today operate in a world of accelerated change. The social, political, economic, and global environments are now faster-more paced, information-driven, and dynamic. This calls

for organizations to demonstrate greater capacity for being both “proactive”, and responsive to their environments. Change is NOT extraordinary. It is now the norm.

Change is not one “destination”, but is instead a process, a series of destinations that lead to new destinations. Change can be a positive force, promoting creativity, diversity, learning, and growth. Managing change effectively can be an important factor in ensuring the vitality of an organization.

Conversely, change can be an upsetting and threatening force within an organization which is disruptive to its functioning. Even positive change often has negative effects that must be anticipated and addressed if the new strategies are to be effective.

Change is a dangerous mix of opportunity and risk. The goal of this course is to help students increase the opportunity and minimize the risk and unintended consequences of change.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Assess holistically organizational context and readiness for change on a level appropriate to their educational degree.
- Apply key strategies to plan, implement, and evaluate organizational change, such as leadership, assessing and increasing readiness, dealing with resistance, and collaborative planning on a level appropriate to their educational degree.

### **Corporate Finance**

#### **30 Clock Hours**

**Prerequisite: Financial Mathematics and Accounting for Managers**

This course is offered on a level commensurate with students who have completed a minimum of a bachelor’s degree. This course is designed to acquaint the student with the analysis of the investment process, measurement of risk and return, security valuation models, and performance evaluation. Students will develop an understanding of the models and concepts of profitable investing, relying on theoretical development and consideration of observed pricing, market, and participant behavior.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Discuss and analyze the investment process, measurement of risk and return, security valuation models, and performance evaluation on a level appropriate to their educational degree.
- Assess the models of concepts of profitable investing, relying on the theoretical development and consideration of observed pricing, market, and participant behavior on a level appropriate to their educational degree.

## **Corporate Management and Business Environment**

### **30 Clock Hours**

This course is designed to be an overview of the major functions of management. Emphasis is placed on planning, organizing, controlling, directing, and communicating. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management. The scope of this course will be to introduce students to the concepts, terminology, principles, and theories which are the substance of management. This course will analyze and synthesize the historical and current theories in leadership, group processes, organizational structures, personnel policies, motivation, and training that allow an individual to plan, organize, staff, direct, and control resources in different organizations and changing business environments.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Understand the importance of management to society and individuals
- Understand the role of management
- Define management in several ways
- List and define the basic functions of management
- Define managerial effectiveness and managerial efficiency
- Understand basic management skills and their relative importance to managers
- Gain insights concerning what management careers are and how they evolve
- Understand the classical approach to management
- Examine the work of Frederick W. Taylor, Frank and Lillian Gilbreth, Henry L. Gantt, and Henri Fayol
- Understand the behavioral approach to management
- Understand the studies of the Hawthorne Works and the human relations movement
- Understand the management science approach to management
- Understand how the management science approach evolved
- Understand the system approach to management

## **Corporate Organization and Strategy**

**30 Clock Hours**

**Prerequisite: Organizational Behavior**

This course will present an in-depth analysis of organizations and the strategies they use to compete. The development of these strategies, along with the processes they go through, including contracting, diagnosing groups and jobs, designing interventions, managing change, and strategic Management, are discussed. Various interventions will be examined, and the following topics will be covered: Introduction to Organization Development; Human Process,

Techno-Structural, Human Resource Management, Strategic Change Interventions; and Special Applications and Future Direction; Introduction to Strategic Management/Business Policy Scanning the Environment; Strategy Formulation; Strategy Implementation; Evaluation and Control; and Some Other Strategic Issues.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Analyze strategies organizations use to compete on a level appropriate to their educational degree.
- Analyze corporate strategies to compete and results produced on a level appropriate to their educational degree.
- Apply corporate strategies to compete to real world situations on a level appropriate to their educational degree.

### **Cross-Cultural Management**

#### **30 Clock Hours**

This course is offered on a level commensurate with students who have completed a minimum of a bachelor's degree. The global manager's challenges with managing cultural differences are examined from the acknowledgement of stereotypes to the achievement of cross-cultural competencies. Emphasis is given to the role of effective communication in achieving synergistic solutions in global business.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Examine and identify personal stereotypes and generalizations on a level appropriate to their educational degree.
- Assess culture's impact on business and globalization on a level appropriate to their educational degree.
- Analyze cultural concepts, factors, and characteristics on a level appropriate to their educational degree.
- Determine barriers to cross-cultural communication on a level appropriate to their educational degree.
- Determine the best approach for managing cultural differences and competencies on a level appropriate to their educational degree.

### **E-Business**

#### **E-Business (Information Technology)**

#### **30 Clock Hours**

E-business and e-commerce are changing the way private and public sectors deal with their stakeholders: higher cost-efficiency and direct one-to-one relationships are attainable thanks to the models currently available on the market. These changes involve a clear adjustment in organization workflow and communications strategy. In this evolutionary perspective, the course is aimed at deepening the e-commerce rational from a private company point of view and raise awareness of market's state-of-the-art development and providing students with marketing sensitiveness and operational knowledge to set up e-commerce models and accelerate online sales.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Explain the positioning of e-business and e-commerce within the overall *relationship marketing* approach.
- Understand the process of consistently developing e-commerce opportunities and strategies for offline companies.
- Describe the mechanism where online sales of existing web-stores might be accelerated.
- Assess methods to keep up with the market development and best practices to catch vanguard opportunities.

### **Entrepreneurship 30 Clock Hours**

#### **The Entrepreneur: To be or not to be**

To be an Entrepreneur today implies to learn more than just a job, it implies to learn a style of life. Entrepreneurs today are important in a global world and have a specific role to play as value creators for the global economy. But to be an Entrepreneur is not an easy task and requires many skills whether they be technical (how to create and manage a Business Plan), human (how to find the right people for the right project), or conceptual (how to implement a long-term strategy based on a start-up idea).

#### **The Entrepreneurial World**

This seminar will answer those critical issues through various examples from all over the world and a detailed profile description of well-known Entrepreneurs such as Steve Jobs, Bill Gates, Larry Elisson, and others. Students will see how their own personality is impacting their Entrepreneurial Behaviours and potential successes or failures.

#### **The Entrepreneurial Tools**

The course will describe various tools and presentation skills Entrepreneurs will need to master in order to have an impact in the Entrepreneurial World.

#### **The Start-up processes**

The course will present who is a “start-up” Entrepreneur and what skills (such as Adaptability, Funding Management, HRM, Team Development, Project Management...) are needed to be potentially successful. From the start-up idea to Entrepreneurial Venture Management, this seminar will explain the complete process needed to attain the Entrepreneurial goals any Entrepreneur should consider. The students will be asked to be creative and find some original or/and feasible ideas to build the first steps of a project. They will be coached on this until a final Business Plan is developed.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Create a feasible start up idea on a level appropriate to their educational degree.
- Examine and discuss the Entrepreneurial process on a level appropriate to their educational degree.
- Write an Executive Business Plan on a level appropriate to their educational degree.
- Use Entrepreneurial tools on a level appropriate to their educational degree.
- Introduce and present a project in front of potential investors and/or partners on a level appropriate to their educational degree.
- Multi-task and multi-function on a level appropriate to their educational degree.
- Work effectively with differently skilled people on a level appropriate to their educational degree.
- Identify various market opportunities on a level appropriate to their educational degree.
- Demonstrate the required minimum behaviour of an “average” Entrepreneur on a level appropriate to their educational degree.
- Manage time and deadlines on a level appropriate to their educational degree.
- Deal appropriately with pressure and stress on a level appropriate to their educational degree.

### **Financial Accounting and Management**

#### **30 Clock Hours**

This course covers the fundamentals of financial accounting, reporting, and analysis from both an internal management perspective for actionable business decision making and that of outside analysts in their development of metrics for the assessment of the business performance. In addition to studying the composition of a basic set of financial statements, students will explore fundamental accrual accounting principles and income determination, translate the statement of cash flows, distinguish and evaluate asset categories and study the firm’s capital structure as reported in its financial statements.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Investigate fundamental accrual accounting principles and income determination on a level appropriate to their educational degree.
- Translate the statement of cash flows on a level appropriate to their educational degree.
- Distinguish and evaluate asset categories on a level appropriate to their educational degree.
- Examine a firm's capital structure as reported in its financial statements on a level appropriate to their educational degree.
- Forecast about future business performance start with the analysis of trends on a level appropriate to their educational degree.
- Analyze the study of the quantitative and qualitative data reported in published financial statements on a level appropriate to their educational degree.
- Compare and contrast the historical trend in ratios of industry performance and competitor performance on a level appropriate to their educational degree.

## **Financial Markets**

### **30 Clock Hours**

This course provides a practical introduction to today's changing landscape of financial markets. It presents the practical applications of investment theory and conveys insights of practical value. It concentrates on the intuition and logic of investment that will be useful to students throughout their careers as new ideas and challenges emerge from the financial marketplace. Topics covered include: Financial Institutions and system, the meaning of interest rates and its role in valuation, conduct of monetary and fiscal policies, the bond and stock market, the mutual fund industry, and derivatives and their use for hedging.

## **Course Objectives**

Upon successful completion of this course, students should be able to

- Become familiar with the nature and functions of various financial institutions.
- Become acquainted with the fiscal and monetary tools used by the government and its federal reserve.
- Examine the importance of the role played by interest rates in pricing financial instruments.
- Apply hedging tools in practical situations involving portfolio decisions and investment management.

## **Financial Mathematics**

### **Financial Mathematics/Business Statistics**

### **30 Clock Hours**

This course is an introduction to finance and the basic tools used in finance. The course will start with the corporation financial statements. Time value of money is discussed with examples, such as life cycle problem, stocks and bonds valuations, and capital budgeting issue. Risk analysis follows with a review of statistics and its application in finance, including the investment portfolio problem.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Examine the basic tools used in finance on a level appropriate to their educational degree.
- Evaluate the time value of money as it relates to the life cycle problem, stocks and bonds valuations, and capital budgeting issues on a level appropriate to their educational degree.
- Apply risk analysis to finance issues on a level appropriate to their educational degree.

### **Financial Management**

#### **30 Clock Hours**

Today's global manager is faced with many challenges resulting from the globalization of business and the financial community and the immense utilization of information technology. Today's manager must be able to comprehend and analyze financial information related to profitability measurements (revenues, costs, and expenses) and financial stability measurements (assets, liabilities and equity). At the same time, in order to be competitive, cost control and pricing strategies must be in place. Management accountants play an important and critical role in providing analytical analyses of financial information used in business. This course aims to equip students with analytical tools used in generating financial information needed for decision making. Capital budgeting methods such as net present value (NPV), internal rate of return (IRR), and payback and book rate of return are included in the course.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Prepare cost-volume-profit analyses; control and cost center performance evaluation; product costing under the variable, standard, and throughput methods; cost analyses (variable and fixed; avoidable and unavoidable; direct and indirect; manufacturing costs – direct materials, direct labor, and factory overhead; activity-based costing) on a level appropriate to their educational degree.
- Prepare operational and financial budgeting including forecasting sales, costs, and expenses on a level appropriate to their educational degree.

## **Human Resource Management**

**30 Clock Hours**

**Prerequisite: Organizational Behavior**

This course introduces the technical and legal aspects of human resources management from a strategic business perspective. The course examines how to manage human resources effectively in the dynamic legal, social, and economic environment currently constraining organizations. Among the topics included are formation and implementation of human resources strategy, job analysis, methods of recruitment and selection, techniques for training and development, performance appraisal, compensation and benefits, and the evaluation of the effectiveness of HRM systems. Emphasis is placed on integrating human resources management with the overall business strategy.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Discuss basic human resources management terms on a level appropriate to their educational degree.
- Examine the strategic role of human resources management in the implementation of a business plan on a level appropriate to their educational degree.
- Explain the various points at which the American legal system interfaces with human resources management on a level appropriate to their educational degree.
- Assess best practices for the recruitment, selection, training, and development of employees on a level appropriate to their educational degree.
- Compare and contrast various methods of performance appraisal, and related compensation and benefit strategies on a level appropriate to their educational degree.
- Think critically by analyzing factual information and applying human resources management principles to this factual information on a level appropriate to their educational degree.
- Write and speak fluently about human resources management issues on a level appropriate to their educational degree.

### **Business Capstone**

**30 Clock Hours for International Business Studies**

**30 Clock Hours for Business Administration Program**

**60 Clock Hours for Diploma in International Business Administration**

This capstone course stresses students' experiences and learning. It highlights student-centered learning, attentive listening, experiential learning, direction following, collaborative and interactive learning, keen observation, communication skills as well as critical and analytical thinking. The major requirement of the course is a research project that focuses on a company's structure, financial resources, and managerial culture. In this course, the students understand MIM academic coursework with respect to the professional world.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Research a business problem or area in an integrative fashion that puts students' knowledge to use in a number of subject matters studied.
- Incorporate students' knowledge of writing and analyzing a business plan into project.
- Work on integrative tasks such as a business plan or a new system design for streamlining business processes.
- Integrate students' knowledge of interdisciplinary areas by explaining general marketing tools, concepts, theories, and strategies.
- Develop both critical and/or interpretive business skills for marketing and finance as well as management research concepts, theories, and strategies.
- Interactively and collaboratively engage 3-hour, in-class instructional and academic workshops, case study discussions as well as meeting academic advisors.
- Write a 20-page mandatory research paper on this integrative capstone project including applied studies in Marketing, Finance, Operations Research, or other business functions following the guidelines in the Business Capstone Report Description.

### **Intensive Business English 30 Clock Hours**

This course is designed to provide students with a framework of terminologies, vocabulary, written and verbal skills in order to be able to express the key concepts of business and economics in English. Students will use case studies and newspaper and magazine articles in addition to textbook units. Students will have the opportunity to express business concepts themselves through verbal and written presentations as well as discussions and exercises.

### **Course Objectives**

Upon the successful completion of the course, students should be able to

- Use key business terminologies in finance, marketing and advertising appropriately.
- Use various forms of business writing: letters, memos, press releases, investigative reports, business plans, etc., appropriately.
- Practice interviewing skills, resume writing and job searches.
- Communicate typical business concepts and ideas to large audiences without fear and nervousness through verbal presentations.
- Argue and debate an issue using typical debating tools.
- Deliver a PowerPoint presentation using key presentational skills.
- Create a report on and analyze an international corporation.
- Argue and debate an issue using typical debating tools on a level appropriate to their educational degree.

- Deliver a PowerPoint presentation using key presentational skills on a level appropriate to their educational degree.
- Create a report on and analyze an international corporation on a level appropriate to their educational degree.

### **International Marketing**

#### **30 Clock Hours**

This course lays out the competitive orientation and strategies for initial entry, market expansion, and integration of global marketing operations. There is a heavy emphasis on the development of skills in analyzing and formulating international marketing initiatives and appreciation for the complexities of the global marketing through readings, case studies, and web site and media articles. The course includes lectures, readings, online research, case studies, presentations, and group projects.

#### **Course Objectives**

Upon successful completion of this course, students should be able to

- Describe the export/import business management.
- Discuss the process of globalization and the implications of globalization for business firms and their managers.
- Explain how and why the world's countries differ.
- Present a review of the economies and policies of global trade and investment.
- Examine the different strategies that businesses can adopt to compete in the global marketplace and enter specific foreign markets.
- Explore the role played by marketing, operations, and human resource management within an international business.

### **International Trade and Business**

#### **30 Clock Hours**

This course explores the nature, scope, and challenges of managing a global business. It examines the international business environment, the rationale for growing international business, the influence of various cultural experiences, and the international monetary systems. Special emphasis will be placed on the various topics related to international business management, global supply chain, international human resource and financial management.

#### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Identify and explain current business trends and how to cultivate a business in a diverse, global environment

- Understand how businesses are able to open new markets and compete effectively in a challenging, global business environment
- Understand foreign exchange markets
- Understand the various concepts of supply chain management
- Explain management of human resources in a global context
- Understand international financial management and accounting
- Understand the global forces driving international competitiveness

### **Investment Management and Corporate Finance**

#### **30 Clock Hours**

This course is designed to acquaint the student with the analysis of the investment process, measurement of risk and return, security valuation models, and performance evaluation. Students will develop an understanding of the models and concepts of profitable investing, relying on theoretical development and consideration of observed pricing, market, and participant behavior.

#### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Explain the concept of investment analysis process.
- Explain the concepts of measurement of risk and return, security valuation models, and performance evaluation.
- Develop an understanding of the models and concepts of profitable investing.
- Acquire the theoretical knowledge and development of the concepts of pricing, market behavior and efficiency, bonds, and fixed-income fundamentals.

### **Leadership**

#### **30 Clock Hours**

**Prerequisite: Organizational Behavior and Corporate Organization and Strategy**

This course is offered on a level commensurate with students who have completed a minimum of a bachelor's degree. This course focuses on the leadership process within the broader context of organizational dynamics. Primarily, the course will explore leadership from four different perspectives: (1) the leader, (2) the follower, (3) the situation, and (4) leadership skills. Theories, concepts, and models are applied to explain and understand specific behaviors experienced in the workplace.

#### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Discuss basic leadership terms on a level appropriate to their educational degree.

- Examine the strategic role of leadership in the implementation of a business plan on a level appropriate to their educational degree.
- Assess best practices for effective leadership on a level appropriate to their educational degree.
- Interpret the roles of the leader, the followers, and the situation in leadership analysis on a level appropriate to their educational degree.
- Assess various methods for analyzing and measuring leadership success on a level appropriate to their educational degree.
- Identify and understand specific leadership skills, perform an effective self-assessment, and develop an action plan with regard to these skills on a level appropriate to their educational degree.
- Think critically by analyzing factual information and applying leadership and management principles to this factual information on a level appropriate to their educational degree.
- Write and speak fluently about leadership issues on a level appropriate to their educational degree.

### **Management of International Commercial Operations**

#### **30 Clock Hours**

This course is offered on a level commensurate with students who have completed a minimum of a bachelor's degree. International logistics is an important functional aspect of the management of international companies and an integral part of their international strategies. Globalization requires firms to design products for international markets and to rationalize their purchasing, production, and distribution choices accordingly. This course explores key issues in international logistics and their strategic importance. It places logistics in the context of the growth of international business and covers the logistics concept, interdependent modes of transportation, the role of transportation in global supply chain management, design of logistics systems, and key cost implications of modes of transport and inventory management.

#### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Assess the different aspects of “Global Logistics” as they pertain to “Supply Chain Management” on a level appropriate to their educational degree.
- Evaluate how varied factors interact and the effect they have on each other and the “Global Supply Chain” on a level appropriate to their educational degree.
- Analyze concepts such as transportation, customs, incoterms, and letters of credit on a level appropriate to their educational degree.

## **Managing Innovation and Technology**

### **30 Clock Hours**

This course aims at deepening the student's overall understanding of the innovation context, organizing for innovation (both large firm issues and start-ups), the process of innovation (term and project management), and systems design. The central framework is that of the management of technology driven enterprises with a specific focus on innovation.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Develop a conceptual foundation for managing technological innovation
- Analyze how firms can create, commercialize, and capture value from technology-based products and services

## **Organizational Behavior and Change**

### **Organizational Behavior**

### **30 Clock Hours**

This course includes conceptual and experiential approaches to the study of the human behavior in business organizations by looking at issues, such as values, motivation, organizational culture, decision making, and conflict resolution and then applying the study of management principles and organizational analysis to them.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Identify their personal values and how personal values and values in general relate to the workplace on a level appropriate to their educational degree.
- Analyze a variety of motivational theories and methods on a level appropriate to their educational degree.
- Apply motivational theories and methods to direct and inspire people to attain organizational goals.
- Interpret human behavior in an organizational structure on a level appropriate to their educational degree.
- Analyze various organizational cultures and their relevance to business management on a level appropriate to their educational degree.
- Explain issues and methods of conflict resolution on a level appropriate to their educational degree.
- Apply methods of conflict resolution to real world situations on a level appropriate to their educational degree.
- Apply methods of conflict resolution to real world situations on a level appropriate to their educational degree.

## **Principles of E-Commerce**

### **30 Clock Hours**

This course provides students with knowledge to appreciate the contribution of ICT (Information Communication Technology) to the attainment of corporate and institutional goals in successful organizations. It will discuss the importance of e-commerce initiatives as a strategic business vehicle, both in domestic and international settings. This course will also highlight the need for integration between e-business initiatives and other ICT-enabled processes and systems as well as the complex and powerful technological blend and planning that enables e-commerce.

### **Course Objectives**

Upon successful completion of this course, students should be able to

- Recognize the basic principles behind the effective management of ICT
- Examine how organizations and/or society can benefit from e-business and e-commerce
- Analyze how business processes can be improved by the appropriate use of ICT
- Gain a thorough understanding of the main structures and technologies that constitute e-business
- Evaluate the soundness of the e-business initiative and assess associated risks
- Assess how future technological development can offer new important e-commerce opportunities
- Discuss both advantages and disadvantages of e-business

## **Project Management**

### **30 Clock Hours**

**Prerequisite: Management of International, Commercial Operations and Human Resources Management**

This course is offered on a level commensurate with students who have completed a minimum of a bachelor's degree. Project Management Systems introduces project management principles and methods from the standpoint of the manager, who must organize, plan, implement and control non-routine activities to achieve schedule, budget, and performance objectives. Topics include project life cycles, project selection and organization, as well as planning, budgeting, and scheduling systems. Planning and control methods such as PERT/CPM and Gantt Charts, earned value techniques and project audits, are studied. Project management software is introduced.

### **Course Objectives**

Upon the successful completion of this course, students should be able to

- Compare and contrast project management principles and methods from a manager's perspective on a level appropriate to their educational degree.



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- Assess project life cycles; project selection and organization; and planning, budgeting, and scheduling systems on a level appropriate to their educational degree.
- Apply planning and control methods such as PERT/CPM and Gantt Charts, earned value techniques, and project audits on a level appropriate to their educational degree.
- Observe demonstration of project management software.