

COURSE DESCRIPTIONS

MANAGEMENT DEPARTMENT FIRST CYCLE COURSE DESCRIPTIONS

FIRST YEAR

Compulsory courses

MAN 101. Math for Business and Economics

Hours (Theoretical-Practical): 4 (2-2)

ECTS: 5

It begins with pre-calculus topics such as equations, functions and matrix algebra with applications of mathematics of finance. These applications cover economics, business and management. Thus, students throughout this course will see continually how the mathematics they are learning can be used.

MAN 102. Fundamentals of Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 4

This course teaches management and the management functions of planning, organizing, directing, and controlling.

A comprehensive immersion in the fundamentals of management. This course provides a thorough understanding of what is required to set up organization, motivate and manage your team successfully.

MAN 103. Communication Skills

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 4

Communication skills are an essential element every employee and manager must have as part of their standard tool set. In this course, through interactive lectures, self-assessments, role-playing activities and video simulations, students gain practical experience passed on a flexible, genuine and self-confident approach. They also gain the skills to collaborate on written reports and oral presentations honing their communications skills.

MAN 104. Introduction to Business

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course presents a balanced view of business; the strengths, weaknesses, successes, failures, problems, and challenges. It provides students a base for more advanced courses.

BAF 101. Principles of Accounting

Hours (Theoretical-Practical): 4 (2-2)

ECTS: 5

Introduction to accounting introduces the students to the basic concepts and principles of accounting; recording transactions; preparation of trial balance, balance sheet and income statement; opening and closing the accounts.

IBS 101. Principles of Microeconomics

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is designed as a comprehensive overview of intermediate Microeconomic Theory. It covers a number of topics including consumer and demand theory, firm, production and cost theory, the theory of competitive markets, imperfect competition, welfare economics, choice under uncertainty, asymmetric information and externalities/public goods. All analysis conducted in the course relies on graphical and algebraic techniques. Examples used in class, readings and discussion sections will demonstrate the applicability of the models covered in class to topics with an international dimension, such as the setting of tariffs, cartel behavior and international trade.

MAN 105. Behavioural Sciences

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 4

Behavioral science is a branch of the sciences which is concerned with the study of human behavior. Behavioral science looks at individuals and their behavior along with the behavior of societies, groups, and cultures, and processes which can contribute to specific behaviors.

MAN 106. Business Law

Hours (Theoretical-Practical): 4 (2-2)

ECTS: 5

Business Law is a systematized set of legal rules governing legal relations between legal subjects regarding enterprises whose main purpose is the making of profit and where one or more of the subjects is a business organization as a legal person. The course builds upon the previous knowledge the students gained in the field of law to further understand corporate law and the law of business organizations as well as the interaction of business rules governing modern business.

MAN 107. Academic Writing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 4

This course provides instruction and practice in written inquiry and critical reading. It introduces writing as a way of developing, exploring, and testing ideas. The course also orients students to informational literacy, the writing center, and writing technologies.

MAN 108. Corporate management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course creates an overview and understanding of traditional management, its philosophy and role in society, knowledge of models for analysis and control of the management function in a company or other organization. The course covers basic concepts, often illustrated by examples from established, large companies.

MAN 109. Business Finance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Business Finance course explains the fundamentals simply and quickly, introducing you to key terms and concepts such as: how to navigate financial statements, how to weigh costs and benefits, what's involved in budgeting and forecasting, how to gauge a company's financial health

IBS 102. Principles of Macroeconomics

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This class develops a more complete model of economic activity and applies it to an explanation of the relationships among inflation, unemployment, real output growth, money, the federal budget, the foreign exchange rate, the trade deficit, and other central topics.

TDE 101. Turkish Language I

Hours (Theoretical-Practical): 2 (1-1)

ECTS: 5

The purpose of this course is to teach Turkish language and culture. Students will be able to speak, write and read on Turkish language.

GRM 101. German Language I

Hours (Theoretical-Practical): 2 (1-1)

ECTS: 5

German language I course is organized in a way that it covers basic communication; structures and vocabulary necessary to comprehend simple daily conversational dialogues and reading texts, and to engage in daily simple communication; information about the culture of the German language.

TDE 102. Turkish Language II

Hours (Theoretical-Practical): 2 (1-1)

ECTS: 5

The purpose of this course is to teach Turkish language and culture. Students will be able to speak, write and read on Turkish language.

GRM 102. German Language II

Hours (Theoretical-Practical): 2 (1-1)

ECTS: 5

This is a continuation of German Language I course. Interactive communication; grammatical structures and vocabulary commonly used in newspapers, magazines, extended dialogues, readings texts, and short stories; information about the culture of the German language through authentic materials.

SECOND YEAR

MAN 201. Statistics

Hours (Theoretical-Practical): 4 (2-2)

ECTS: 5

The course introduces students to the basic statistical concepts: descriptive and inferential statistics, data presenting methods, probability, probability distributions, confidence intervals and hypotheses testing. Statistical problems are solved using computer softwares, such as Excel and SPSS.

MAN 202. Introduction to Marketing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The purpose of this course is to cover subjects that relate to foundations of marketing in modern business establishments. Topics to be taught in this course include definition and scope of marketing, marketing environment, managing marketing information, consumer and business buyer behavior, creating value for target customers, product, services and branding strategy, new product development and product life-cycle strategies, pricing products: Understanding and capturing customer value.

MAN 203. Organization Theory

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Organization theory is a course which is concerned with the study of organizations. Organization theory looks at organizations and their structure.

MAN 204. Corporate responsibility

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The aim of the course is to develop students' reflective knowledge and critical understanding of Corporate Social Responsibility (CSR) as an emerging management concept and practice whereby companies and other forms of organizations integrate social and environmental concerns in their business operations and interactions with their stakeholders.

MAN 205. Operation Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Operations management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. This course considers the operations from a managerial perspective. At the end of the course students will have a fair understanding of the role Production/Operations Management plays in business processes.

MAN 206. Management Information Systems

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Introduction to MIS course explores current information systems concepts and technologies. Students learn how information systems give a business or organization a competitive edge by providing technologies that help managers plan, control, and make decisions. Includes topics such as hardware and software components of an information system, e-business concepts and implementation, and a survey of common information systems used today.

MAN 207. Marketing Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Marketing is a key function for all commercial and non-commercial organizations today. This course covers basic marketing subjects and gives students an opportunity to prepare a real life project through which they will have a chance to see how marketing is applied in real world. Basic topics to be covered in this course include pricing, supply chain management, retailing, wholesaling, advertising, personal selling and direct marketing.

MAN 208. Quantitative Methods in Business Management

Hours (Theoretical-Practical): 4 (2-2)

ECTS: 5

As an introductory course to operations research, this course aims to give the students the knowledge about modeling and solving linear programming problems, applying sensitivity analysis and economic interpretation of the results.

MAN 209. Human Resource Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Human Resource Management is a course which is concerned with the study of personnel management. Human Resource Management includes theories, practices and problems encountered in securing, allocating, compensating, developing, and effectively using human resources in organizations.

MAN 210. Strategic Management**Hours (Theoretical-Practical): 3 (2-1)****ECTS: 5**

Strategic Management examines performance, strategy formulation and implementation issues from a general manager's viewpoint, providing an integrative framework for managing the organizational entity and its functional components. Those pursuing careers in general management, entrepreneurship, or functional specialties will find this course valuable in enhancing organizational performance.

MAN 211. Leadership**Hours (Theoretical-Practical): 3 (2-1)****ECTS: 5**

Students are learning about theoretical aspects of leadership and how to implement that knowledge into practice.

MAN 212. Business Ethics**Hours (Theoretical-Practical): 3 (2-1)****ECTS: 5**

Business ethics is a course that analyses business activity and practices from moral values point of view. In this course, the main focus will be that business actions and decisions should be considered in the light of moral principles and values, and ethical motives in business activity will make business better and more successful.

THIRD YEAR**MAN 301. Internship****Hours (Theoretical-Practical): 4 (0-4)****ECTS: 5**

The work students perform on site should be viewed as academic fieldwork for the Portfolio and Project they submit; while their job performance, attendance, and attitude are important, it is their written academic work and attendance and participation at meetings that accounts for 75% of the course grade. Attendance at internships is monitored and required. It is unacceptable to take time off from internship in order to travel, even if arrangements are made with the supervisor. As with all of student's courses, unexcused absences from the internship will result in a lower final grade, and in extreme instances, failure of the course.

MAN 314. Entrepreneurship**Hours (Theoretical-Practical): 3 (2-1)****ECTS: 5**

This course will provide students with an understanding of issues facing entrepreneurs and an exposure to the skills involved in addressing them. We will explore how executives should approach making critical decisions during the different phases of an entrepreneurial company's life. Starting from the vantage point of the individual, we will put ourselves in the shoes of decision makers ranging from technology entrepreneurs to venture capitalists, from real estate developers to inventors.

Elective courses

BAF 301. Assets and Liability Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course includes in-depth coverage of liquidity analysis, including evaluations of contingency liquidity planning and strategies. The course also includes a discussion of the IRR Focus Report.

BAF 302. Auditing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course will cover basic auditing principles, including professional standards, ethics, internal control, evidence gathering, fraud, and statistical sampling. It focuses on review of audit procedures and audit reports.

BAF 303. Bank Accounting and Reporting

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is designed to cover the basic of bank accounting framework, including accounting for core banking operations, reporting of financial assets and liabilities and equity instruments. Course will also provide the basic knowledge of regulatory disclosure requirements according to International Financial Reporting Standards (IFRS) and GAAP.

BAF 304. Banking Law and Financial Regulation

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Banks and other financial organizations are special business organizations governed by law. The course represents a summary and a review of the relevant and applicable legal institutes that govern the operation of banks and financial institutions.

BAF 305. Capital Markets and Institutions

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Capital markets and institutions channel trillions of dollars through the economy, affecting business, government, and consumer decisions. Course topics will include the determination of asset prices; the risk and term structure of interest rates; the efficient markets hypothesis; risk management and financial derivatives, asymmetric information models of financial market structure, innovation, regulation and deregulation.

BAF 306. Commercial Banking

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Commercial banking is a comprehensive study of commercial banks and their role in the economy. The course emphasizes the practical application of business and economic principles as they relate to bank management and regulatory policy.

BAF 307. Corporate Finance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course serves as an introduction to business finance (corporate financial management and investments) for both non-majors and majors preparing for upper-level course work. The primary objective is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. The approach is systematic and analytical.

BAF 308. Credit and Fund Management in Banking

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course applies the principles of finance to international issues in financial management. Also it focuses on many areas of credit risk management including: banking sector, personal sector, business sector, character, capital, capacity, conditions, consequences, collateral, cash flow, current information, computerisation, inflation, off-balance sheet funding.

BAF 309. Financial Econometrics

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course introduces students to main econometric methods and techniques used in the analysis of financial issues. The statistical techniques will be applied in financial problem solving.

BAF 310. Financial Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is designed to develop an understanding of the tools that are used to value investment projects and companies, understand the basic issues involved in how firms should raise funds for their real investments (financing) and evaluate how investment and financing decisions are related. It covers the main financial tools of the company reporting system and the means of analyzing corporate performance. The class introduces cash flows and valuations techniques and project evaluation.

BAF 311. Financial Markets and Institutions

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course examines the form and function of various financial markets and the manner in which financial managers use these markets to accomplish strategic corporate objectives. Focus will be placed on the behavior of major financial institutions and their role in the intermediation process as suppliers of funds as well as the form and function of specific financial markets.

BAF 312. Financial Statement Analysis

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course gives a broad framework for using financial statement analysis to evaluate a firm's past and current business operations and to predict its future condition. The course examines the analytical tools to assess a company's performance, the concept of quality of earnings, approaches to valuation and other issues.

BAF 313. International Business Finance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course focuses on international financial management and international trade. Topics in financial management, viewed primarily from the perspective of managers doing business overseas, include the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting.

BAF 314. Introduction to Derivates and Trading Techniques

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course introduces students to derivative instruments, which are contracts whose values derive from prices of underlying assets and goods such as equities, currencies, debt, and commodities. The main focus is on the valuation and application of the principal derivative building blocks including futures and forward contracts, options, and swaps.

BAF 315. Islamic Banking

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Islamic banking (or participant banking) is banking or banking activity that is consistent with the principles of Islamic law (Sharia) and its practical application through the development of Islamic economics. Islamic banking (or participant banking) is banking or banking activity that is consistent with the principles of Islamic law (Sharia) and its practical application through the development of Islamic economics.

BAF 316. Managerial Accounting

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This subject includes managerial accounting for non-accounting majors with the topics, such as: cost estimation, budgeting, performance evaluation, transfer price determination, production-cost systems and the analysis of investment decision making.

BAF 317. Marketing Financial Services

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course provides a thorough immersion in marketing concepts and activities related to the special requirements of the marketing of financial services. It is a how-to guide that takes a marketer from the basic understanding of marketing through the steps necessary to integrate and grow marketing within a bank's organizational structure.

BAF 318. Monetary Stability in Financial Markets

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course describes the essentials of monetary tools. Without achieving stability in financial markets is not possible to achieve the efficient working financial markets.

BAF 319. Money and Banking

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course focuses on monetary theory and policy. Topics include: definition of money, financial markets and institutions, central banking and the conduct of monetary policy, foreign exchange market and international financial system, demand for money and the relationship between money and inflation.

BAF 320. Project Evaluation and Finance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course enables students to set budgets, master terminology, evaluate risk, interpret data and forecast cash flow and final profit and loss on any project.

BAF 321. Public Finance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course examines policy options, with their strategic trade-offs and operational implications, for the design and implementation of public finance in both high-income countries as well as developing and transitional economies.

BAF 322. Real Estate Finance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is an introduction to the most fundamental concepts, principles, analytical methods and tools useful for making investment and finance decisions regarding commercial real estate assets.

BAF 323. Risk Management and Insurance

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course introduces the fundamentals of risk management and insurance. It examines risk management issues faced by firms and individuals and discusses the ways to protect firm value and personal wealth. The course covers the areas of general risk management process, property and liability insurance, life and health insurance, annuities and employee benefits.

BAF 324. Tax Management and Law

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course covers specific aspects of introductory taxation with particular emphasis on the determination of corporate income tax. This course is taught by integrating a variety of tax issues into cases with a discussion of both the tax and non-tax issues.

BAF 325. Forensic Accounting

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is intended to help students understand the role of the Forensic Accountant. Upon completion of this course the students will learn special skills in accounting, auditing, fraud examination, finance, quantitative methods, certain areas of the law, research, and investigative skills to collect, analyze, and evaluate evidential matter and to interpret and communicate findings. Finance, accounting and quantitative skills will be addressed since they are especially important to Forensic Accountants who calculate damages and prepare reports.

IBS 301. Current Topics in Economy

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is devoted to develop critical thinking related to the current topics in world and state economy. Each student prepares a paper during the semester. The student is advised by an Course Coordinator in his/her research and is expected to write regular progress reports so that specific problems and aspects of his/her work can be discussed.

IBS 302. ERP Systems

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course provides an overview of Enterprise Resource Planning software systems and their role within an organization. It introduces key concepts integrated information systems and explains why such systems are valuable to businesses.

IBS 303. EU Integration and Bosnian Economy

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course outlines key issues related to the European Union, its history, institutions, policies and makes comparative analysis with BiH.

IBS 304. International Business Environment

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course will provide you with an analytical framework for the study of international business operations. It uses the same fundamental methods of analysis deployed in other branches of economics, as the motives and behavior of individuals and firms remain the same whether they are in the context of international trade or domestic transactions. You will learn, however, that international trade introduces an entirely new and different set of concerns as well. This course will cover a broad array of relevant topics. We will explore both theoretical models and empirical studies as we seek to determine a model that best fits "real world" data.

IBS 305. International Economics

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The study of International economics, like all branches of economics, concerns decision making with respect to the use of scarce resources to meet desired economic objectives. It examines how international transactions influence such things as social welfare, income distribution, employment, growth, and price stability and the possible ways public policy can affect the outcomes.

IBS 306. International Family Business

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course addresses the special issues facing the family owned and managed firm and gives the student an appreciation of the special dynamics in such firms and how to be professional managers in such organizations. The course provides interdisciplinary looking at the management, financial, legal, personal, and interpersonal issues specific to such firms.

IBS 307. Project Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course guides students through fundamental project management concepts and behavioral skills needed to success-fully launch, lead, and realize benefits from projects in profit and nonprofit organizations. Successful project managers skillfully manage their resources, schedules, risks, and scope to produce a desired outcome. In this course, students explore project management with a practical, hands-on approach through case studies and class exercises. A key and often overlooked challenge for project managers is the ability to manage without influence—to gain the support of stakeholders and access to resources not directly under their control. Special attention is given to critical success factors required to overcome resistance to change. We will review causes of project failure and how to mitigate risks through proper planning in the early phases of a new initiative.

IBS 308. Risk Management in International Business

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course introduces the basics of risk management in international business. In addition, explores issues of risk management faced by companies and individuals and discusses how to protect the company and values on the international level. The subject covers the general process of risk management, property and insurance, life and health insurance, annuities and employee benefits. Defining risk in international business (Specifics of international business environment, Country-specific risk: economic, financial, currency and political risk). The nature of risk (expected return and standard deviation, mean-variance analysis, diversification and risk, the capital asset pricing model) Assessing economic and financial risk: Measurement variables and ratios for risk assessment, Implications of current financial crisis. Political risk analysis, Methods and techniques: comparative, analytical and econometric techniques Applications: measuring exposure in direct investment, exports and international loans Managing political, economic and financial risk. Covering commercial exposure: internal and external hedging techniques. Managing exposure of FDI: internal and external hedging techniques Exchange rates and currency risk, foreign exchange markets, Exchange rate regimes, Evaluating foreign currency exposure: transaction, economic and translation exposure Introduction into managing exposure to currency, interest rates risks and internal techniques of exposure management.

IBS 309. Theory and Policy of International Trade

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course offers facilities theory and policy of international trade: classical, neoclassical and contemporary theory. The theory of international trade policy: arguments for the optimal protection and optimal export subsidies, the effects of tariff and quantitative restrictions as well as the understanding of international trade as a factor of globalization, together with the rules of international institutions such as GATT and WTO.

IBS 310. Topics in European Integration

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

European integration from its early days. Issues related to the problems and prospects of European economic and political integration with special reference to post-Maastricht developments. Enlargement policies of the EU. Past and present crises. Aspects of diversity. The students are discussing the topics through interactive debates.

MAN 302. Advertising Management and Creativity

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The role of advertising in the marketing mix and its economic and social effects; advertising agencies, advertising campaign management -- budgeting, media selection, and creation of the advertisement measurement of the effectiveness of advertising.

MAN 303. Applied Statistics

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Students are introduced to the understanding and use of necessary computational procedures to attain the skills in the following: two sample tests, chi-square test, ANOVA, regression, correlational analysis and six-sigma applications of statistics. Computer package, SPSS, is used in analysis and interpretation of statistical problems.

MAN 304. Brand Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Brand Management course focuses on the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout.

MAN 305. Consumer Behavior

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The purpose of this course is to explore basic concepts of consumer behaviour. As well as covering subjects such as perception, learning, motivation, values, personality, attitudes, decision making and cultural issues in the classroom environment.

MAN 306. Crisis Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course on crisis management offers students the basics in identifying, preventing, and controlling crisis situations. Crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team. Clearly identifying the roles and functions of each crisis management team member is essential for the ultimate success of contingency planning, which is also discussed.

MAN 307. Current Topics in Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course introduces students to the current topics and issues in management, such as: managers and decision making, managing and leading, manager's responsibility, etc. Through case studies these issues will have discussed and explained to the students.

MAN 308. Customer Relationship Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Course addresses the issue of how to create a successful CRM program. It starts with a brief review of the state of the marketplace as we enter the 21st century, provides a working definition for CRM and it describes the elements of the total customer experience, focussing on the CRM touch points that directly touch the customer.

MAN 309. Data Analysis

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course introduces students to the basic tools of data analysis which are necessary for the decision making, such as: regression analysis and time series modeling, and optimization and simulation modeling. Throughout the course, SPSS program will be used for application of data analysis methods and techniques.

MAN 310. Decision Theory

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course will provide an introduction to models of human decision making. One of the primary purposes of the course is to provide a set of basic tools that will help the student translate qualitative uncertainty into numbers. A substantial amount of the course will deal with the theory of rational choice in the presence of objective and subjective uncertainty.

MAN 311. Principles of Digital Marketing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The main goal of the course is to help students understand digital marketing methods, from a variety of perspectives—as analysts, consumers and entrepreneurs. That is, practice is more emphasized than theory. Upon finishing the course, student will know how to: Understand the difference between standard and online business, how to set up wordpress website, how to promote its website, how to improve search engine optimization (SEO), Social Media Marketing and traffic building.

MAN 312. E-Business

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and ethical challenges of electronic commerce.

MAN 313. Entrepreneurial Family Firms

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course addresses the special issues facing the family owned and managed firm and gives the student an appreciation of the special dynamics in such firms and how to be professional managers in such organizations. The course provides interdisciplinary looking at the management, financial, legal, personal, and interpersonal issues specific to such firms.

MAN 315. Innovation and Enterprises

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course content is relevant to those individuals thinking about starting a business or who are already in business - large or small, those who are interested in commercializing their own innovations or of others, and those who advise entrepreneurs or engage in policy making in the entrepreneurship area.

MAN 316. Integrated Marketing Communications

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This comprehensive course offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective IMC. It also details changes in traditional advertising and marketing principles. Course covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message.

MAN 317. Internal Marketing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course provides a comprehensive review of internal marketing research and illustrates the role of internal marketing in enhancing the capabilities of a company's internal resources.

MAN 318. International Human Resource Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

International Human Resource Management (IHRM) is designed to introduce students to the nature of managing human resources in multinational firms. It explores the complexities of IHRM and distinguishes international from domestic HR practices.

MAN 319. International Marketing Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course addresses global issues and describes concepts relevant to all international business executives, regardless of the extent of their marketing involvement

MAN 320. Knowledge Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course focus on basic Knowledge Management concepts and their inter-relationship. It offers a comprehensive coverage of the KM phenomena including: KM frameworks, KM drivers, socio-technological enablers and processes, KM outputs and outcomes, as well as issues and challenges in KM.

MAN 321. Logistics Management & Controlling

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

To retain their market, share in today's competitive business, companies are coming up with high value, low price products. To cut their costs, they are striving hard to identify the cash-consuming areas in their operations. Logistics is one of them, as its scope ranges from the procurement and management of the raw materials through to the delivery of the final product. This course, continues to provide theoretical and practical expertise in logistics management. The course contains case studies to give a practical flavour to the subject.

MAN 322. Management Decision Making

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course is designed as a business decision simulation which offers students the opportunity to apply the 'tools' they have acquired in previous courses (i.e accounting, finance, marketing, human resource management) to solving real business problems in a competitive environment.

MAN 323. Managerial Economics

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Increasingly, the problems faced by decision makers have an international or global dimension. This has forced analysts, consultants and academics to rapidly incorporate a global perspective to their managerial economics box of tools. The topics which include costs, demand, pricing, market structure, market equilibrium, and strategic interaction can be successfully tackled with managerial economic tools. The course focuses on: (i) profit maximization by firms; and (ii) market equilibrium in different competitive settings

MAN 324. Managing Operations in the Digital Enterprise

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course include topics that give basics such as operations management, information systems, the digital enterprise, design and innovation.

MAN 325. Managing Technology

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course will offer insight on understanding of the management of technology in order to prepare the student to manage change as the technology is implemented in the organizational environment.

MAN 326. New Product/Service Development Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course introduces students to the methods that companies use to develop and release new products. New product development is a challenging, rewarding activity that requires multifunctional cooperation and inter-disciplinary skills. For technology companies, successful product development is critical to success.

MAN 327. Operations Research

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Operations research helps in solving problems in different environments that needs decisions. The module convert topics that include: linear programming, Transportation, Assignment, and CPM/MSPT techniques. Analytic techniques and computer packages will be used to solve problems facing business managers in decision environments.

MAN 328. Organizational Behaviour

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Organizational behavior is a branch of the sciences which is concerned with the study of human behavior in work place. It also covers the impact of different management practices and leadership styles on worker.

MAN 329. Organizational Change

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course focuses on the key processes of effective organizational change. It addresses issues such as diagnosis (assessment of need for change), initiation (start), implementation (carry out), and institutionalization of change (making it optimally effective and enduring).

MAN 330. Portofolio Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course focuses on the analysis of modern portfolio theories and investment strategies. It takes a quantitative approach in the decision-making process and requires an oral and written presentation of computer-based research projects. Also it expands students' understanding of derivative-related financial instruments (forwards, futures and options) and their use in portfolio management.

MAN 331. Production Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

To familiarize the students with the basic concepts and principles of operations management and to improve the analytical thinking and modelling abilities of the students on quantitative management problems. The course includes topics such as systems, models and modelling approaches, decision analysis, certainty, risk and uncertainty conditions, linear programming, sensitivity analysis and transportation and assignment problems.

MAN 332. Research Methods for Business

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Introduction to research methods as a course supports the process of enquiry and investigation. Through systematic, methodical and ethical approach it can help students to solve practical problems and increase knowledge in this area.

MAN 333. Services Marketing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Essentials of Services Marketing delivers streamlined coverage of services marketing topics with an exciting global outlook. With its visual learning aids and clear language, students read less to learn more.

MAN 334. Strategic Marketing

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

The course is designed to integrate and extend fundamental marketing concepts and apply them to business problems. Focus is on studying strategic issues relating to selection of business and segments in which to compete and how to spread resources across products and elements of the marketing mix. Case and simulation methodologies are employed.

MAN 335. Supply Chain Management

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course covers basic principles of supply chain management and provides techniques used to analyze various aspects of logistics systems. The course addresses insights, concepts, practical tools, and decision support systems that are important for the effective management of the supply chain.

MAN 336. Digital Marketing Strategy

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

Digital marketing course is becoming one of the most popular courses. The course looks at the digital marketing process, advertising platforms, and how they relate to each other as well as to offline media. All digital marketing disciplines are covered (website, SEO, analytics, social media) to give attendees a great overview of all things digital.

MAN 337. Academic English

Hours (Theoretical-Practical): 3 (2-1)

ECTS: 5

This course consists of further developing oral presentations, reading comprehension, essay structure, terminology and listening comprehension-all with a focus solely on political science based themes. Students registering for this class should have around an intermediate to upper-intermediate level knowledge of the English language and be interested in advancing their skills as they relate to the field of political science. Insight will be provided by a native speaker on how to develop the skills needed to succeed in using the English language in this field of study. There will be a low focus on grammar inside the classroom, though grammar will be considered when reviewing assignments. There will be homework each week to develop the skills focused on in the lessons. Having a grasp on political science terminology and the skills to use the English language at an academic level can help all those interested in politics to have the tools necessary to succeed in our global world that has a reliance on the English language

IBU