



Isles Internationale Universite

School of Graduate Studies

(Commonwealth)

(Syllabus)

Master of Business Administration (MBA)

Overview

The MBA degree program is intended to provide a broad exposure to the knowledge, skills, and values needed by successful managers. Candidates for the degree typically include those about to enter a management career as well as those at mid-career and those contemplating a change from a technical or specialized field into a general management role. The majority of students pursue their MBA through part-time study in conveniently scheduled evening classes. However, the School also enrolls a number of full-time students. Individuals with a BS, BA or its equivalent may complete the program in as few as 24 months.

The core of the MBA program is designed for students without prior business education and covers principles and concepts in the basic functional areas of business. The courses in Breadth represent integrative, cross-functional topics that give MBA its uniqueness. The capstone integrates functional approaches and environment issues by having students make strategic business decisions. Our flexible approach recognizes a simple fact: every MBA student possesses a unique background and aspires to a unique career goal.

The MBA program offers different majors as follows:

Management, Accounting, Economics, Marketing, Banking & Finance, Human Resources Management, Leadership, Project Management, Educational Institutions Management, Quality Management, Management Information Systems, Management with Law, International Business, Health Care Management, Media and Public Relation Management, Environmental Management and Business Administration.

To receive the degree, students must complete all program requirements and maintain a 3.0 grade point average.

MBA Candidate must complete the following requirements:

Code	Course Name	Credit Hours
Semester 1		
ACC706	Managerial Accounting	3
MGT703	Contemporary Management	3
MKT704	Marketing Management	3
ECO705	Business Economics	3
Semester 2		
FIN702	Financial Management	3
HRM710	Human Resource Management	3
MGT710	Total Quality Management	3
LEAD710	Developing Leadership and Management Skills	3
Semester 3		
BUS701	Research Methods in Business	3
BUS710	Quantitative Analysis	3
<i>Management Major</i>		
BUS711	Managing Technology	3
LAW711	Commercial Law & Contract Writing	3
<i>Accounting and Finance Major</i>		
ACC707	Internal Audit and Control	3
ACC710	Cost Accounting	3
<i>Marketing Major</i>		
MKT705	Strategic Marketing Management	3
MKT706	Professional Services Marketing	3
<i>Human Resource Management Major</i>		
LAW712	Employment Law	3
BUS708	Business Ethics	3
<i>Quality Management Major</i>		
MGT704	Operations Management	3
BUS711	Managing Technology	3

<i>International Business Major</i>		
BUS705	Business Strategy	3
LAW711	Commercial Law & Contract Writing	3
<i>Management with Law Major</i>		
LAW711	Commercial Law & Contract Writing	3
LAW713	Business Law	3
<i>Leadership Major</i>		
LEAD711	Organizational Change	3
BUS708	Business Ethics	3
<i>Project Management Major</i>		
MGT707	Project Management	3
LAW711	Commercial Law & Contract Writing	3
<i>Economics Major</i>		
ECO706	Econometrics and Productivity	3
ECO707	International Economic Environment	3
<i>Banking and Finance Major</i>		
BNK703	International Banks and Banks' Products	3
BNK704	Investment and Portfolio Management	3
<i>Educational Institutions Management Major</i>		
EDU702	Knowledge and Education	3
EDU705	Leading and Managing Educational Change	3
<i>Media and Public Relations Management Major</i>		
MPR703	PR and Communication Theory and Practice	3
MPR706	Key Issues and Approaches in Media	3
<i>Health Care Management Major</i>		
HCM704	Health Care Systems, Structure and Functions	3
HCM707	Health Care Quality Management	3
<i>Environmental Management Major</i>		
ENM708	Environmental Impact Assessment	3
ENM710	Economics and Institutions for Development	3
<i>Business Administration Major</i>		
BUS711	Managing Technology	3
LAW711	Commercial Law & Contract Writing	3
Semester 4		
MBA799	Thesis	18

Course Description

ACC706 Managerial Accounting

This course is intended for the graduate accounting students as part of their major courses in the MBA program. Managerial accounting provides the useful tools that allow managers in all types of organizations to plan, control & make reliable & effective decisions affecting the enterprise as a whole. The course will be delivered through interactive lectures, stressing on students ability to use cost information for managerial purposes. Each student should be prepared to systematically incorporate new and evolving management thinking into their problem-solving of assignments. Students should follow a disciplined approach to be fully prepared for the class lectures. Class discussions will attempt to increase the students' attention to managerial decisions using cost accounting information and relating to real life facts & cases. Students will analyze the procedures and methods of allocation and base decisions in a reasonable & logical manner that will lead into practical decisions & solutions.

MGT703 Contemporary Management

This course reflects the future of work and careers in contemporary organizations, theories of choice and change. How individuals are affected by, and can influence change; changing and developing organizational structure, strategies, cultures, jobs and technologies. It is divided into two half-semester components: the first half will uses didactic framework with class lectures and cases discussions; the second half provides students an opportunity to work in groups, applying their skills through a faculty-mentored consulting project within an active managerial settings. Contemporary issues in business management. Discussions, cases and presentations.

MKT704 Marketing Management

Marketing is the business function that deals with customers' unfulfilled needs and wants. The role of marketing management is to identify and measure these needs, determine which customers a business can profitably serve, decide on the appropriate products and services to offer to selected customers, and determine appropriate methods to communicate, to capture and to deliver value. Successful firms are those that pursue objectives, employ resources and invest in the future of an organization to satisfy the long-term needs of customers better than competitors can.

ECO705 Business Economics

Overview of microeconomic from a managerial decision-making standpoint, emphasizing and applying basic concepts to selected problems. This course also concentrates on the role of the markets determining the opportunities facing individuals and business firms, and explores the use of economic principles in decisions made by organizations in the economy. Topics include: the firm's behavioral and managerial theories, determination of national income, demand estimation, cost determination, forecasting and government regulation.

FIN702 Financial Management

The first half of this course, Valuation and Investment, is an introduction to the basic theory and methods of finance. This segment of the course develops the concept of net present value through the discounting of future cash flows. The basics of asset allocation are taught through an introduction to the principle of diversification. The foundations of modern portfolio theory are presented, together with new developments in capital market research, including such topics as arbitrage and the impact of information on financial markets. In the second part of the course, Corporate Finance and Options, students are introduced to the use and pricing of options and to the basics of corporate finance. Topics include payoff diagrams; the "no-arbitrage" principle; put-call parity; early exercise of American options; the binomial and Black-Scholes pricing models; the analogy between options and corporate securities; capital structure and dividend policies of firms; the Efficient Markets Hypothesis and its influence on firms' financing decisions; the MM irrelevance propositions; the influence of corporate taxes, personal taxes, bankruptcy and agency costs in determining firms' financial policies; and capital budgeting for the levered firm.

HRM710 Human Resource Management

This is a new kind of human resource management course because it is structured with the general manager in mind. The course provides a base of key organizational behavior material on why employees behave as they do and how to promote behavior required implementing a focused business strategy using staffing, development and reward systems. Organized around the concept of creating integrated HRM systems, students first learn about the processes that explain work behaviors. Students are then acquainted with key issues such as linking HRM systems to a firm's business strategy. That knowledge is then used to design an integrated set of HRM practices promoting the behaviors needed for a particular organization. The course provides detailed and

practical examples of the entire process of assessing an organization and designing integrated staffing, development and reward practices. As a result, students become better informed consumers of the specialized services provided by in-house human resource professionals and outside consultants and gain insight into how to translate theory into practice.

MGT710 Total Quality Management

Total Quality Management is a guided tour along the road to total quality. It reviews the history of quality and examines the wide variety of philosophies, concepts, and techniques for managing, controlling and improving, quality. It helps you determine the impact of quality on profitability, adopt TQM as a fundamental business strategy, communicate the importance of customer focused TQM, use seven QC tools for data collection and analysis, implement a business strategy driven by Total Quality Management (TQM), accomplish the cultural transformation necessary for successful implementation of total quality practices, achieve world-class status in manufacturing and service through TQM. Finally, it takes you step-by-step through the implementation process.

LEAD710 Developing Leadership and Management Skills

This module develops in more detail the skills and insights arising from the theories and practice presented in the core modules. In particular, this includes development of leadership and management styles in relation to teams, team building and leading teams; running and attending meetings; decision-making in organizations; working with stakeholders; managing conflict and communication styles.

BUS701 Research Methods in Business

This course provides students with applied skills in understanding & conducting research in business. The basic focus of this course is on the understanding of how analytical & statistical techniques & thinking can aid in managerial decision making. The course distinguishes between pure & strategic research & equips students with the ability to interpret data & understand research findings. Topics include interpretation & evaluation of statistical analyses; hands-on data analysis; statistical computer program. Students will learn how to simulate probability experiments in the SPSS. At the completion of this course, the student should have an understanding of the research process, design, and the various analysis techniques.

BUS710 Quantitative Analysis

This course presents students with mathematical tools useful for business decision-making. In addition, management tools such as forecasting, linear programming and project management techniques will be developed. The course will use a textbook, lectures and discussions. Student evaluation will be based on periodic tests and a comprehensive final exam. This is a course about how to make good decisions. "Quantitative" means that most of the decisions that we will look at have numbers associated with them (an inescapable result of the fact that business decisions are usually associated with issues of goods and money). "Analysis" means that we will not be satisfied until we have developed a well-structured way of thinking about the issues. In the complex world of modern business, the failure to think clearly about the problems that you encounter will have serious consequences for your ability to accomplish your business goals.

BUS711 Managing Technology

Focuses on how to manage technology and innovation in organizations. The main course topics are: the nature of technological change, technology's competitive impact, how to manage the acquisition, generation, and commercialization of new technologies, and human and ethical issues concerning technology. While the course pertains to a broad range of technologies, specific attention will be given to information and communications technologies.

LAW711 Commercial Law & Contract Writing

The course is designed to meet the needs of business law course. The cases, which have always been a strong feature, divide the material into three categories: facts, issues, and decisions. The course chooses cases that are appropriate to explain precedent and history as well as include cases that relate to current events. In addition to case applications, the course uses such techniques as content summaries to apply concepts to practice. Effective managers and employees must develop knowledge of both law and business because people involved in business also are involved in, and greatly affected by, the laws concerning business.

ACC707 Internal Audit & Control

This course provides students with an in-depth understanding of the concepts associated with internal audits that go beyond the traditional audit. These audits have been described by various names such as: operational audits, program audits, management audits, and performance audits. The initial focus will be on the theory of performance auditing, followed by an approach to auditing management activities. This will

include audit planning, identifying the risks, selecting audit targets, preparing audit programs, implementing the audit and communicating audit results. The secondary focus will concentrate on the audit process of various management activities (risk assessment, analytical methods and sampling). The exact areas to be studied will depend on skills and professional interests of the students. Case studies will be used. The course will cover the common body of knowledge needed by professional auditors. Typical areas include: accounting, finance, communications, computer systems, statistical and quantitative methods, the management process, ethics, fieldwork, and report writing.

ACC710 Cost Accounting

Cost accounting course that offer strategic management topics in conjunction with traditional cost accounting material. The course was structured to help students understand more about management and the role of cost management in helping a firm or organization to succeed. This course aims to teach you about management, and how cost management is used by managers to make better decisions and improve their companies. In teaching these key management skills, this course takes on a strategic focus. It uncovers issues such as, How does a firm compete? What type of cost management information is needed by managers that are working to make the firm a success? We want students to know why, when, and how this information is used to make effective decisions that lead the firm to success.

MKT705 Strategic Marketing Management

This course will describe and illustrate a structured approach to external analysis that business managers will find helpful in generating strategic options. By using a variety of concepts and methods such as strategic questions, portfolio models and scenario analysis, students will be able to identify and evaluate numerous strategic marketing alternatives. It also discusses how an organization can create dynamic strategies that are responsive to changing conditions. Moreover, students will get an understanding of the interrelationships of the various aspect of the aspects of the marketing and their influence in the profitable growth of the business. As many firms now realize, the efficient servicing of the customer needs is essential in managing the firm's growth.

MKT706 Professional Services Marketing

Study of service marketing characteristics in the business service profession. Develops an understanding of the importance of service quality and the issues concerning practice development. Prerequisite: graduate standing in business or permission of instructor.

LAW712 Employment Law

The course is designed to meet the needs of employment law course. The cases, which have always been a strong feature, divide the material into three categories: facts, issues, and decisions. The course chooses cases that are appropriate to explain precedent and history as well as include cases that relate to current events. In addition to case applications, the course uses such techniques as content summaries to apply concepts to practice. Effective managers and employees must develop knowledge of both law and business because people involved in business also are involved in, and greatly affected by, the laws concerning business.

BUS708 Business Ethics

The Ethics of Management provides business students (future managers) with a very specific analytical process for understanding and resolving moral problems in management. A manager needs insight and understanding in a global economy to convince everyone involved, given his or her varied religious, cultural, economic and social backgrounds, to accept a proposed moral solution. Acceptance of managerial moral solutions, over time, brings trust, commitment and effort, and those three, also over time, is essential for organizational success.

MGT704 Operations Management

Operations management is the systematic direction and control of the processes that transform inputs into finished goods and services. The operations function comprises a significant percentage of the employees and physical assets in most organizations. Operations managers are concerned with each step in providing a service or product. They determine what equipment, labor, tools, facilities, materials, energy, and information should go into an operating system and how these inputs can best be obtained and used to satisfy the requirements of the market place. Managers are also responsible for critical activities such as quality management and control, capacity planning, materials management, purchasing, and scheduling.

BUS705 Business Strategy

This course aims to give students a holistic understanding and appreciation of the changing international business climate. This is a real world subject operational in real time so the aim is to keep current. Globalization is impacting on all our lives but in international business globalization has specific implications. This course fine-tunes your ability

to converge practice and theory. Such fine-tuning is practiced by exposing you to the examination of readings and cases, and by empowering you with the task of producing an International Business Development project. Applying strategy to global dynamics is central to the modules and accordingly the use of real world case studies and current international issues (through Internet hyperlinks) are fundamental to building your understanding of the materials used in this course.

LAW713 Business Law

The course deals with outlining the nature and sources of law; the distinction between private and public law; the role of law in the creation and maintenance of business organizations; the nature of contract, agency and trusts and their relevance to the operation of business organizations as well as Forms of business organization, Limited liability, Dealings between the organization and the outside world, Surveillance of actions within the organization and Terminating the organization.

LEAD711 Organizational Change

An introduction to the wide range of approaches to organizational change. Examples of the topics included are corporate strategy; organizational development; culture, power and organizational change; institutions, discourse and change. Throughout the course, the aim is to develop a critical appreciation of work in this field.

MGT707 Project Management

The Project Management as Change Agent examines the often overlooked role of the project manager. It is not enough to rely on the relationship between manager and project team. The course widens our view beyond this stage to that of relationships with indirect influences such as owners, sponsors, resource providers and consumers; in fact, anyone whose lives are affected by the project work and outcome. This radical re-evaluation is a comprehensive preparation and guide for any project manager wanting to maximize strategic and successful change as an integral part of their project objective.

ECO706 Econometrics and Productivity

Examination of the use of linear regression techniques for analyzing economic data and evaluating economic models. Topics may include properties of estimators, hypothesis testing, serial correlation and heteroscedasticity, and simultaneous equations. Applications to topics in economics are stressed.

ECO707 International Economic Environment

Provides a foundation in macroeconomic theory for understanding the workings of international money markets and for analyzing ongoing trends in economic activity. Special emphasis is placed on international financial flows, macroeconomic policy strategies, and exchange rate determination.

BNK703 International Banks and Banks' products

The operations department of a bank is usually described as its engine room. The extent to which a bank attains the desired level of customer satisfaction depends, to a large extent, on the efficiency of its back-office operations. This course is designed to equip participants with the knowledge of back office processes that could confer competitive advantage on their banks.

BNK704 Investment and Portfolio Management

Investment Management establishes the appropriate theoretical base of investments, while at the same time applying this theory to real-world examples. The course provides students with a survey of the important areas of investments: valuation, the marketplace, fixed income instruments and markets, equity instruments and markets, derivative instruments, and a cross-section of special topics, such as international markets and mutual funds.

EDU702 Knowledge and Education

This course is designed to challenge and shape students' conceptions of educational organizations and cultures; their professional development as teachers and/or educational staff members; as well as the acts of teaching, curriculum development, teaming and leadership. The course encourages the development of personal and professional theoretical frameworks and practical tools for enhancing awareness of and action in educational roles as decision-maker, curriculum-creator, inquirer, community member/builder, democratic citizen, team member, teacher, and leader.

EDU705 Leading and Managing Educational Change

This module introduces some of the basic theories relating to leadership and management in educational settings and considers how they might work in a range of situations and cultures - both national and institutional. The implications of the changing division and allocation of power between national and regional government and the individual educational institution are considered.

MPR703 PR & Communication Theory & Practice

Examines the way organizations use communication and PR in building relationships with their various stakeholder groups and examines the development and management of effective PR campaigns.

MPR706 Key Issues and Approaches in Media

This module introduces a variety of influential, competing ways of thinking about the media within the broad area of social science research, but drawing also on other disciplines. On completing this module, you will be able to identify and critically evaluate the major different theoretical approaches to the media and how these approaches relate to broader theories of society.

HCM704 Health Care Systems, Structure and Functions

This module explores the complex management and administrative demands of a modern health system. Its role in the program is to apply the general management principles, learned in other prescribed modules, to healthcare.

HCM707 Health Care Quality Management

Having studied Resources and Operational Management in Health Care, this module develops the notion of a quality service in healthcare settings. It focuses on management as a means to achieve quality standards and patient satisfaction.

HNM708 Environmental Impact Assessment

The student will gain an understanding of the Environmental Impact Assessment process and examine its application through case studies. You will study the difficulty of assessing impacts and how EIA information can be incorporated into practical working methodologies. The strategic role of EIA is also explored, as is its effectiveness as a tool for achieving sustainable development.

HMN710 Economics and Institutions for Development

Examines the economic behavior of people and firms, and interactions between these, institutions and national economies in development processes. It introduces development concepts and standard economic models and their relation with each other. The module explores the roles of institutions in economic exchange and resource allocation, and their contribution (or hindrance) to more efficient and equitable resource allocation and to development.

Master of Business Administration

At **School of Graduate Studies (Commonwealth)**, SGS you'll find a supportive community where each person's interests and ideas make a difference. With a limited class size, you're assured of receiving individual attention from our faculty and staff.

An academically challenging curriculum, concentrations tailored to your career goals, and numerous opportunities for experiential learning are attributes that set our MBA program apart from others. You can design a program of study that enables you to build on your strengths and interests, broadens your knowledge, sharpens your business skills and incorporates your personal, professional, and extracurricular experiences.

We can tell you with confidence that our students are especially attractive hires for organizations around the globe. The Career Resources staff are your coaches, job-search partners, and overall advocates, helping you build the networking, interviewing, and negotiating skills for a lifetime of professional achievement.

MBA Admissions Admissions Requirements

- Candidates seeking admission to the MBA program should hold a Bachelor's degree or equivalent.
 - All MBA candidates must have a sound command of English language, spoken and written.
 - Students who graduated from a University within the United States are required to provide a GMAT score (GMAT code: 7088).
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Application Procedure

Applicants must submit the following documentation:

- Complete application form, duly filled and signed
 - Complete Curriculum Vitae, indicating professional experiences
 - Copy of undergraduate degree(s), diploma
 - Official academic transcripts
 - Non-refundable application fee of \$ 150.-
(Payment can be made using or a bank transfer upon request)
 - Two reference letters
 - Two passport-sized photographs
- Please submit the complete application package to the attention of the Registrar of the SGS.

Studies and Degree Validation provided by:

Isles Internationale Université's

European Union Analogue Standards Certification Committee