



## COURSE DESCRIPTIONS

### **BBA 101 Introduction to Business (3, 0, 0, 3, 6)**

Exploring the entire spectrum of business—from manufacturing to sales to accounting to human resource management to marketing to finance to international business to management information systems; provides definition of business; difference between profit and non profit organizations, private enterprise system; eras in the history of business.

### **BBA 102 Fundamentals of Management (3, 0, 0, 3, 7)**

Understanding four functions of management; planning, organizing; directing and controlling; historical background of management; organizational culture and environment; managing in a global environment; social responsibility and ethics; managerial decision making; early leadership theories and applications.

### **BBA 181 Business Computer Applications (3, 0, 0, 3, 6)**

Creating, formatting and editing documents, organizing information in columns, tables and charts, creating a research paper with citations and references, tools for reports and long texts. Work with data and excel tables, formulas and functions, analyzing data, charts. Creating and enhancing presentations.

### **BBA 201 Organization Theory and Design (3, 0, 0, 3, 5)**

Understanding the fundamental body of knowledge on organizations, organization structure, and organizational processes. The central issues to be studied in this course include the components of organization structure, the determinants of effective organizing, the structural design options available to managers, and the conditions under which each of these options should be used.

Prerequisite: BBA 102

### **BBA 202 Organizational Behavior (3, 0, 0, 3, 5)**

Presents the study of factors that either influence or are influenced by people at work; leadership, team work, career issues; work roles, job enrichment; employee participation; work and non work integration; group dynamics, conflict, change and decision-making; individual factors such as personality, attitudes, perception and motivation.

Prerequisite: BBA 102

**BBA 203 Multi-Cultural Business Communication (3, 0, 0, 3, 5)**

Understanding of the role of culture in communication; role of language in intercultural communication; sensitivity to cultural difference; a set of professional and career development skills relating to intercultural competence; the ability to communicate effectively in intercultural relationships within a business context.

**BBA 204 Principles of Entrepreneurship (3, 0, 0, 3, 5)**

The process of turning an idea into a successful start-up business, explore the potential of being a successful entrepreneur, processes for creating a potentially successful business plan, the entrepreneurial discovery processes, assess opportunities for venture creation, and develop presentation skills to convince others of the potential success to implement the business entity, apply a design and development process to the idea, produce a solid business plan for implementation, and identify and establish an action plan for acquiring the resources (including funding) needed to implement their business plan.

**BBA 205 Managerial Thinking (3, 0, 0, 3, 5)**

Four main approaches and orientations in the discipline of Management; systems thinking providing an integrative framework; strategic thinking; innovative thinking; creative thinking; Contextual perspective on managerial decision making; the complexities of managerial thinking and decision making, the trade-off between rationality and intuition, and the critical role of various contextual influences; rationality and expertise; intuition and experience; decision tasks; fundamental problem of uncertainty; creativity and innovative thinking; system thinking and organizational learning.

**BBA 206 Human Resource Management (3, 0, 0, 3, 5)**

Examines the role of the human resource professional as a strategic partner in managing today's organizations; key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations; implications of legal and global environments; current issues such as diversity training, sexual harassment policies, and rising benefit costs.

**BBA 208 Ethics and Social Responsibility (3, 0, 0, 3, 5)**

The tradition of ethics and ethical orientation, ethics and organizational stakeholders, social responsibility policy, environmental sustainability, sustainable supply chains, sustainable development, discrimination and harassment in the workplace, social issues and the organization, free trade vs. fair trade, and the community and the organization.

**BBA 241 Financial Accounting (+Lab) (3,0,0,3,5)**

Definition of accounting; accounting equation; recording business transactions and ledger accounts, adjusting entries; preparing adjusted trial balance and financial statements; closing entries; merchandising activities; inventory costing methods; depreciation methods.

**BBA 242 Financial Reporting and Analysis (3,0,0,3,5)**

Accounting for corporations; multiple-step income statement and comprehensive income statement; classified balance sheet- financial position statement; statement of cash flows; overview of financial management; analysis of financial statements; time value of money.

Prerequisites: BBA 241

**BBA 261 Marketing Management (3,0,0,3,5)**

Understanding the factors influencing marketing decision-making to cultivate proficiency in articulating aspects of the marketing mix, consumer behavior; segmentation, targeting, positioning; and developing customer-orientated and competitive marketing strategies.

Prerequisites: BBA 102

**BBA 282 Applied Business Statistics (3,0,0,3,5)**

Measurement scales; descriptive statistics: presentation of quantitative and qualitative data; probability fundamentals; discrete and continuous probability distributions: Binomial and Normal distributions; inferential statistics: hypothesis testing principles; one sample and two sample tests of mean and proportion, confidence intervals.

**BBA 301 Corporate Governance (3, 0, 0, 3, 6)**

Past, present, and future of corporate governance, focusing on what senior managers need to know about the system, the process, the participants, the legal environment, and the most important developments in the field over the last twenty years; global convergence in governance models and processes; practices, and special topics such as executive compensation and board evaluation.

**BBA 302 Change Management (3, 0, 0, 3, 6)**

Provide conceptual framework addressing the strategic importance of managing change and organization development in business organizations; understanding how to plan and implement change; effective change management; understanding of the systemic interrelationships among change factors; the role of change agents at various levels of the organization and the integrative competencies and interpersonal skills required of individuals who initiate, manage and are affected by change.

**BBA 303 Leadership (3, 0, 0, 3, 6)**

The history of Leadership Theory from the “Great Man” theory of born leaders to Transformational Leadership theory of non-positional learned leadership; explore the knowledge base and skills necessary to be an effective leader in a variety of settings; assess personal leadership qualities and develop a plan to enhance students’ leadership potential.

**BBA 304 Conflict Management and Negotiations (3, 0, 0, 3, 6)**

Handling conflict in global organizations; fairness; biases and barriers to effective negotiation; role of negotiation in business; negotiation process and stages; planning and preparation for negotiation; structure of negotiations; hard vs. soft negotiation.

**BBA 305 Small and Medium Enterprise (SME) Management (3, 0, 0, 3, 6)**

Concepts, processes, and techniques for managing a small business, aspects that are unique to small business management and small business ownership, emphasis on the use of quality improvement techniques and ethical management practices; growing business through exports; financing methods; ownership and transfer of shares; building organizational vision and strategy; developing markets and reaching customers; profitability and profitable growth; value creation strategies and internal processes designed in accordance with those strategies; lifecycles of family businesses and adaptation to change; leadership, succession and shifting responsibility to professional management in family businesses; relationships among family-shareholders-company management; institutionalization, organizational culture and values.

**BBA 306 Tax Law (3, 0, 0, 3, 6)**

General Principles of taxation, definition and concept of taxation, introduction to the taxation system, the application of tax law concepts in the accounting setting, a general analysis of the current tax system, understand the concept of taxable income, classification of tax incidence on business entities.

**BBA 307 Trade Law (3, 0, 0, 3, 6)**

Understanding the basic concepts of commercial law, the concept of merchants and the legal aspects of being merchant, legal regulations related with unfair competition practices, legal dimensions of financial instruments, the function of trade names, trade register and patents.

**BBA 308 Labor Law (3, 0, 0, 3, 6)**

The law relating to contract enforcement, strikes, collective bargaining, and relationship between labor unions and their members, evaluate the obligations and responsibilities of employees and owners, the law related with employment termination and labor security.

**BBA 310 Business Law (3, 0, 0, 3, 5)**

The basic concepts of business law, issues such as the rights of minors in the business entity, agreements, consumer laws, product warranties, rental relationships, legal aspects of bankruptcy, mergers, acquisitions and intellectual property, laws of patents, copyrights, and trademarks

**BBA 311 Employee and Management Relations (3, 0, 0, 3, 6)**

Understanding history and legal protections arising from labor movement, employee-employer rights, legal framework of labor relations, the dynamics and strategies in collective bargaining, the role of mediation, arbitration, and other dispute resolution techniques in collective bargaining, emerging issues and trends occurring in the workplace and affecting management-labor relations and the future of labor-management relations in a changing economy.

**BBA 341 Managerial Accounting (3,0,0,3,5)**

Managerial accounting versus financial accounting; classification and flow of costs; Cost-Volume-Profit Analysis; budgeting; flexible budgets, standard setting, standard costing and variance analysis; relevant costs for decision making.

Prerequisites: BBA 241

**BBA 342 Intermediate Accounting (3,0,0,3,6)**

Conceptual framework underlying financial accounting; financial statements (according to IFRS); cash and receivables; inventories; property, plant, and equipment; intangible assets; current and long-term liabilities; stockholders' equity.

Prerequisites: BBA 241, BBA 242

### **BBA 343 Corporate Finance (3,0,0,3,6)**

Introduction to corporate finance; financial decision making; corporate sources of fund; flow of funds; corporate contingent claims; bond valuation; duration; stock valuation; risk and return; portfolio theory; capital asset pricing model, arbitrage pricing model; efficient capital markets; capital structure; Modigliani and Miller capital structure theorems; weighted average of cost of capital; investment decision rules; capital budgeting and valuation; payback period; net present value; internal rate of return; capital budgeting; dividend policy.

Prerequisites: BBA 241, BBA 242

### **BBA 344 Auditing (3,0,0,3,6)**

Introduction of the auditing and basic concept of auditing; auditing standards - ISA's; audit cycle & planning; internal control; audit proves and audit techniques; working papers; audit reports; auditing of the financial statements accounts.

Prerequisites: BBA 241, BBA 242

### **BBA 345 Cost Accounting (3,0,0,3,6)**

Cost accounting versus financial accounting, classification and flow of costs; job-order costing system; process costing system; absorption and variable costing methods; activity based costing; target costing; life-cycle costing; segment reporting; transfer pricing.

Prerequisites: BBA 241, BBA 242

### **BBA 346 International Finance (3,0,0,3,6)**

Key issues in international finance; institutional background of international finance; the international payment mechanism; balance of payments; international money and bond markets; exchange rate regimes; forward exchange rates; financial derivative markets; forward rate agreement; hedging, arbitraging, speculating by using forwards in international financial markets; futures market; hedging with futures contracts; effect of marking to market on futures prices; the difference between futures and forward markets; swaps markets; fixed-for-fixed currency swaps; cross currency swaps; interest rate swaps; options markets; hedging, arbitraging, speculating by using options in international financial markets; binomial option pricing; stepwise binomial option pricing; Black-Scholes option pricing.

Prerequisites: BBA 241, BBA 242

### **BBA 347 Financial Markets and Institutions (3,0,0,3,6)**

Overview of financial markets and financial institutions; globalization of financial markets and institutions; determinants of interest rates; Loanable Funds Theory; term structure of interest rates; central banks; the Federal Reserve System; structure of the Federal Reserve System; monetary policy tools; effects of monetary tools on various economic variables; money supply versus interest rate targeting; international monetary policies and strategies; definition of money markets; yields on money market securities; money market participants; definition of bond markets; comparison of bond market securities; foreign exchange markets and risk; interaction of interest rates, inflation and exchange rates; purchasing power parity; interest rate parity; other lending institutions; savings institutions; credit unions; finance companies; size, structure and composition of mutual fund industry; mutual fund returns and costs; types of hedge funds; global financial markets; aspects of market integration.

### **BBA 348 Entrepreneurial Finance (3,0,0,3,6)**

Finance and the entrepreneur; the difference between entrepreneurial finance and corporate finance; the process of new venture formation; stages of new venture development; sequence of new venture financing; sources of new venture financing; strategic planning and the business plan; financial aspects of the business plan; targeting the investors; financial strategy; recognizing real options; critical determinants of financial needs; forecasting sales; estimating uncertainty; pro forma financial statements and analysis; cash flow break-even analysis; benefits of diversification; going public; management buy-outs; employee stock ownership plans.

Prerequisites: BBA 241, BBA 242

### **BBA 349 Investment Analysis and Portfolio Management (3,0,0,3,6)**

The investment setting; measuring return and risk; determining required rates of return; relationship between return and risk; portfolio management; Markowitz Portfolio Theory; Capital Market Theory; Capital Asset Pricing Model; Arbitrage Pricing Theory; security valuation; theory of Valuation; valuation of alternative investments; stock market analysis; estimating expected EPS (earnings per share); estimating the earnings multiplier for a stock market series; company analysis and stock selection; identifying and selecting competitive strategies; additional measures of relative value; underlying assumptions of technical analysis; advantages of and challenges to technical analysis; technical trading rules and indicators; equity portfolio management; passive versus active management.

Prerequisites: BBA 241, BBA 242

**BBA 361 Marketing Research (3,0,0,3,6)**

Planning and implementing marketing research; covering the need for research, where and how to gather data, the conversion of data into reliable information for marketing decision-making, and the application of consulting skills and processes in a variety of branding situations.

Prerequisites: BBA 381, BBA 261, BBA 102

**BBA 362 Consumer Behavior (3,0,0,3,6)**

Consumer behavior concepts and theories; such as motivation, learning, personality, perception; and analyzing the trends in consumer markets both in Turkey and in the world.

Prerequisites: BBA 261, BBA 102

**BBA 363 Brand Management (3,0,0,3,6)**

Providing an understanding of the meanings of brand in alternative ways; the appropriate concepts, theories and techniques related to the important; issues in brand management operations and enhancing ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.

Prerequisites: BBA 261, BBA 102

**BBA 364 Strategic Marketing (3,0,0,3,6)**

Providing marketing decision making and planning frameworks in the global environment; exploring strategy options; opportunity analysis; strategy setting and implementation engaged in a business simulation and applying previous knowledge through simulation.

Prerequisites: BBA 261, BBA 102, BBA 361, BBA 362, BBA 363

**BBA 381 Business Research Methodology (3, 0, 0, 3, 5)**

Review of hypothesis testing principles; one-way ANOVA; simple linear regression; multiple linear regression; data collection methods; analysis of qualitative data, cross tabulation; Chi-square tests of independence; time-series analysis; statistical quality control.

Prerequisites: BBA 282

**BBA 382 Production and Operations Management (3, 0, 0, 3, 5)**

Productivity, Competitiveness and Strategy; Decision Making and Forecasting; Process Selection and Capacity Planning; Facilities Layout; Location Planning and Analysis; Quality and Quality Control; Inventory Management; MRPII and Supply Chain Management; Maintenance

Prerequisites: MATH 169, BBA 282

**BBA 383 Management Sciences (3, 0, 0, 3, 5)**

Deterministic models; linear programming; transportation and assignment models; stochastic models; decision theory and decision trees; game theory; project scheduling by PERT-CPM; queuing theory; simulation.

Prerequisites: MATH 169, BBA 282

**BBA 384 Management Information Systems (3, 0, 0, 3, 5)**

Organizational foundations of information systems, hardware, software, internet, wireless communication, management information systems, ERP systems. Planning, implementation and the stages of MIS systems, application areas, decision-making methods and the effects of these systems on the functions of management.

**BBA 385 Supply Chain Management (3, 0, 0, 3, 6)**

Supply chain definition and concepts, business processes (purchasing, operations, distribution), relationships to other business functions, applicable models and theories, supply chain strategies, managerial challenges, tools and techniques utilized in planning and decision-making, performance measurement, social / environmental / technological issues, and comprehensive coverage of practical implementations.

Prerequisites: MATH 169

**BUS 386 Strategic Technology Management (3, 0, 0, 3, 6)**

Concepts and principles of strategic technology management; developing new technologies, managing R&D and intellectual property rights; technology transfer and know-how; planning for the future by linking technology, product and market considerations - Technology Roadmapping (TRM); scenario planning tools to help manage the uncertainties of the future; technology management applications via cases.

### **BBA 387 Enterprise Resource Planning (3, 0, 0, 3, 6)**

This course covers ERP theory and practice. Course content includes evolution of ERP systems, business process reengineering, process mapping, the ERP life cycle, ERP functionality, ERP boltons and auditing and risk issues. There is also a significant technology component to this class. As the department is a member of the SAP University Alliance, students have the opportunity to receive training on SAP, the market leader in ERP software. Principles of ERP (enterprise resources planning), evolution of enterprise systems, historical development and modules of ERP, implementing ERP, ERP project management, business intelligence and ERP systems, ERP and supply chains, trends in ERP, ERP simulation games, optimization and logistics planning with ERP.

Prerequisites: BBA 261, BBA 102

### **BBA 388 New Product Development (3, 0, 0, 3, 6)**

Product design and manufacturing methods; systems approaches to new product development; impact of design technologies on new product development; outsourcing; organizational learning; managing new product development team; models of new product development

Prerequisites: BBA 261, BBA 102

### **BBA 401 International Business (3, 0, 0, 3, 6)**

History and theory of international business, corporate innovation and international business, cross border business; characteristics of organization engaging in international business; major themes address include the emerging new economy; globalization; differences in the socioeconomic political and cultural environments of international business foreign direct investment regional economic integrations, global strategy; methods of entering foreign markets, global marketing; global HRM.

### **BBA 402 Strategic Management (Capstone Course) (3, 0, 0, 3, 8)**

Basic concepts of strategic management; strategic management decision making; environmental scanning and industry analyses; internal scanning; situation analyses and business strategy; corporate and functional strategies; strategy implementation: organizing for action and staffing and directing; evaluation and control; business strategy simulation game.

Prerequisites: BBA 201, BBA261, BBA 343

### **BBA 403 Stakeholder Management (3, 0, 0, 3, 6)**

Recognize the competitive advantages of taking a multiple, or “triple bottom-line” stakeholder perspective that addresses social and environmental factors as well as financial objectives; the interests of various internal and external stakeholders and address their legitimate needs; the relationships between business, government, and society in global contexts; managing stakeholder relationships; stakeholder concept, stakeholder analysis, stakeholder mapping, performance-expectations gap, stakeholder engagement, managing public issues; corporate citizenship, stockholder rights and corporate governance.

### **BBA 404 Diversity in Management (3, 0, 0, 3, 6)**

Gain in-depth knowledge in an area that is increasingly complex, highly specialized, and important to organizations in creating a competitive workforce; understand what diversity and its related terms mean, identify how aware they are of diversity and where they can improve, understand how changes in the world can affect them and their views, recognize stereotypes; explain appropriate word choice, describe the four cornerstones of diversity.

### **BBA 406 International Trade Management (3, 0, 0, 3, 6)**

International venturing; including search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, international sourcing, international deal-making and networking; discuss the importance of international entrepreneurship and the global trends affecting the emergence of new international ventures (INVs); describe the challenges of cross-cultural issues in communication, international dealmaking and networking; apply strategic theories and frameworks to organizations in a global context.

### **BBA 407 Family Business Management (3, 0, 0, 3, 6)**

Concepts, processes, and techniques for managing a small business, aspects that are unique to small business management and small business ownership, emphasis on the use of quality improvement techniques and ethical management practices; growing business through exports; financing methods; ownership and transfer of shares; building organizational vision and strategy; developing markets and reaching customers; profitability and profitable growth; value creation strategies and internal processes designed in accordance with those strategies; lifecycles of family businesses and adaptation to change; leadership, succession and shifting responsibility to professional management in family businesses; relationships among family-shareholders-company management; institutionalization, organizational culture and values.

**BBA 408 Employee Health and Safety Management (3, 0, 0, 3, 6)**

Aims to provide students with an understanding of theory pertaining to employee health and safety management as well as to introduce a range of tools and techniques representing best practice in the management of health and safety management. Topics include safety management and safety culture, measuring behavior based safety, analyzing accidents and incidents, ergonomics, working posture and position, safety management system and managers' role in safety management.

**BBA 411 Management of Third Sector Organizations (3, 0, 0, 3, 6)**

Thorough introduction and understanding to the significant issues of the sector (nonprofit sector ,also known as the Third Sector, that includes education, research, health care, art, culture, religion, social services, advocacy, legal services, international assistance, foundations, and mutual benefit professional and trade associations); topics include the management, leadership, governance, and accountability of nonprofit organizations.

**BBA 412 Entrepreneurship (3, 0, 0, 3, 6)**

Providing an introduction to the process of turning an idea into a successful start-up business, explore the potential of being a successful entrepreneur, processes for creating a potentially successful business plan, the entrepreneurial discovery processes, assess opportunities for venture creation, and develop presentation skills to convince others of the potential success to implement the business entity, apply a design and development process to the idea, produce a solid business plan for implementation, and identify and establish an action plan for acquiring the resources (including funding) needed to implement their business plan. Students completing this course will receive a certificate from KOSGEB and be able to benefit from fundings and supports offered by KOSGEB.

**BBA 414 Compensation Management (3, 0, 0, 3, 6)**

Discussing job analysis, job description and job evaluation, wage surveys, payroll, compensation, justice and ethical issues, evaluating compensation strategies and procedures, identifying wide range of compensation practices used to attract, retain, motivate employees, legal issues in compensation management.

**BBA 415 International HRM (3, 0, 0, 3, 6)**

Examines organizational and employee perspectives on the design and delivery of international human resource management programs. Explores strategies for global recruitment and selection, multi country compensation programming, cross-cultural adjustments, career development for multinational employees and international labor relations.

**BBA 416 E- Human Resource Management (3, 0, 0, 3, 6)**

Address questions regarding the implementation of e-HRM, adoption of e-HRM and the outcomes of e-HRM usage. Explores the topics such as globalizing HR functions, e-HRM recruiting, e-learning, e-benefits, e-human resource management systems, and future trends in e-HRM.

**BBA 417 Training & Development (3, 0, 0, 3, 6)**

Providing students the knowledge of training and development function within organization and facilitating students to perform an active role in the utilization of an organization's most valuable resources, its people. Exploring the main topics such as need assessment, designing training programs, training methods, evaluation, employee development and ethical issues.

**BBA 418 Recruiting and Selection (3, 0, 0, 3, 6)**

Provides all the key aspects of human resources staffing functions including planning, identification of recruitment need, job analysis, internal and external recruitment, assessment, external and internal selection, performance evaluation, decision making, orientation and socialization, equity and justice issues in selection and recruitment.

**BBA 419 Performance Management (3, 0, 0, 3, 6)**

Overviewing effective performance management systems that involve goal setting, measuring performance against goals, performance appraisals, coaching and feedback, employee development, reward system, discussing the concepts and approaches that align performance management systems with the strategic goals of the organization.

**BBA 420 Sustainability Management (3, 0, 0, 3, 6)**

Fields of sustainability management, definitions of sustainability management perspectives and feasibility, environmental protection of organizational management, exploring the technical, financial, managerial, and political challenges, environmental policy and sustainability economics.

**BBA 441 Tax Accounting (3,0,0,3,6)**

Overview of Turkish Accounting System; definition and types of taxes; value-added tax; payroll taxes; corporation income tax; profit distribution; deferred taxes.

Prerequisites: BBA 241

**BBA 442 Internal Auditing (3,0,0,3,6)**

Introduction of the internal audit and basic concept of internal auditing; internal audit standards; internal audit factors; scope of internal audit; type of internal audit; internal control; enterprise risk management; it audit.

Prerequisites: BBA 241

### **BBA 443 Accounting Information System (3,0,0,3,6)**

Accounting Information Systems – An Overview; overview of business processes; accounting transaction cycles and controls; control and AIS; introduction of auditing; information systems controls for reliability; computer fraud and abuse; introduction to systems development and systems analysis; AIS development strategies.

Prerequisites: BBA 241, BBA 242

### **BBA 444 Advanced Accounting (3,0,0,3,6)**

Overview of Turkish Accounting System; types of Turkish business entities; formation, taxation and profit distribution, liquidation of general partnership, partnership association, joint-stock corporations, limited corporations; accounting for business combinations.

Prerequisites: BBA 241, BBA 242

### **BBA 446 Behavioral Finance (3,0,0,3,6)**

Efficient Market Hypothesis, random walk, martingale hypothesis, trading dynamics, information asymmetry, signaling theory, noise trader, rational investor, prospect theory, trading assumptions, anomalies, perception biases, inertial effects, randomness and stochastic models, predictability of stock returns, mean reversion, short term momentum, calendar effects, bid-ask spread.

Prerequisites: BBA 241, BBA 242

### **BBA 448 Money and Banking (3,0,0,3,6)**

Money and the financial system; the five core principles of money and banking; money and the payment system; the economics of financial intermediation; the role of financial intermediaries; information asymmetries and information costs; banking industry; commercial banks; the financial statements and analysis of commercial banks; regulation of commercial banks; insurance companies; pension funds; risk management in financial institutions; managing credit risk, liquidity risk, interest rate risk, market risk, foreign exchange risk, insolvency risk; managing risk off the balance sheet with derivative securities; managing risk off the balance sheet with loan sales and securitization; regulating and monitoring the financial system.

Prerequisites: BBA 343

### **BBA 449 Financial Derivatives & Risk Management (3,0,0,3,6)**

Derivative markets and instruments; forward contracts; futures contract; swaps; short selling; repurchase agreements; market efficiency and theoretical fair value; arbitrage and the law of one price; structure of options markets; call options; put options; over-the-counter options markets; exchange-listed option trading; stock options; currency options; index options; real options; transaction cost in option trading; mechanics of trading; option pricing models; advanced option strategies; financial risk management techniques; delta hedging; gamma hedging; vega hedging; value-at-risk; fair value hedges; cash flow hedges; foreign investment hedges.

Prerequisites: BBA 343

### **BBA 450 International Accounting (3,0,0,3,6)**

Overview of accounting standard setters, SEC, FASB, US GAAP, IASC, IASB, IAS and IFRS, IFRS for SMEs, Convergence, international applications, Understand the international dimensions of accounting, accounting standards in several other countries, the effect of international accounting practices and standards on the business decision making process.

Prerequisites: BBA 241, BBA 242

### **BBA 461 Marketing Communications (3,0,0,3,6)**

Explores the importance of marketing communication, the concepts underlying effective marketing communication and the skills needed to create simple integrated marketing communication (IMC) campaigns; analyzing and managing advertising strategies, the role of advertising in marketing, media planning, active and effective advertising, promotion, public relation and sponsorship.

Prerequisites: BBA 261, BBA 102

### **BBA 462 Sales Management (3, 0, 0, 3, 6)**

Sales process aiming to maximize the long term productivity and profitability; sales forecasting, strategy, organization, human resources and appraisals; sales skills and sales management.

Prerequisites: BBA 261, BBA 102

### **BBA 463 Retail Management (2,0,2,3,6)**

Management, development and the operation of retail sector; strategic decisions like price strategies, actions against factors effecting retail businesses, retail management, and retail communication management.

Prerequisites: BBA 261, BBA 102

**BBA 464 Customer Relationship Management (3,0,0,3,6)**

Comprehensive set of processes and technologies for managing the relationships with potential and current customers and business partners across marketing, sales, and service areas regardless of the channel of distribution; development and implementation of relationship marketing strategies via the use of CRM initiatives.

Prerequisites: BBA 261, BBA 102

**BBA 465 E- Marketing (3, 0, 0, 3, 6)**

Explore the realm of social media marketing and how it is revolutionizing the marketing landscape; history of communities and how to define and evaluate social media; online communities, crowd sourcing, and the impact of new technologies and changing lifestyles; viral marketing; blogging; facebook; twitter; instagram and other social media platforms.

Prerequisites: BBA 261, BBA 102

**BBA 466 International Marketing (3,0,0,3,6)**

Social and cultural differences among cultures; ways to enter new international markets; focusing political, technological and resource based challenges and opportunities; discussion on strong global brands and global marketing failures; standardization and adaptation strategies; glocal strategies

Prerequisites: BBA 261, BBA 102

**BBA 467 E-Business (3, 0, 0, 3, 6)**

Rapidly evolving developments surrounding electronic business and electronic commerce (EC), E-Business' shaping of business strategies and organization design, broad impact of e-business on entire industries and marketplaces, history of EC, mistakes made in EC's early implementations and lessons learned, today's use of EC, emerging E-Business platforms, future of E-Business.

Prerequisites: BBA 261, BBA 102

**BBA 481 Project Management (3, 0, 0, 3, 6)**

Project Characteristics; Pitfalls in Project Management; Objective Breakdown Structure; Project Culture; Planning Milestones; Organizing; Detail Planning and Detail Organization; Project Control; Quality in Project Work

Prerequisites: BBA282

**BBA 482 Business Process Reengineering (3, 0, 0, 3, 6)**

Introduces the elements of business process management through mapping and design. Emphasis is on how organisations identify, design and improve essential business processes. Includes the use of software tools to model and analyse processes for continuous performance improvements. The content details of the course may be subject to change.

**BBA 483 Quality Management (2, 0, 2, 3, 6)**

Developing an appreciation of quality management theory, principles, and practices; identifying and meeting the needs of internal/external customers; implementing quality improvement efforts using teams; using quality improvement tools and practices for continuous improvement; developing strategies for organizational change and transformation.

Prerequisites: BBA282

**BBA 484 Purchasing and Materials Management (3, 0, 0, 3, 6)**

Purchase of materials, supplies, and equipment for industry, government, and other institutions. Organization for purchasing, internal requisitioning, and stock control. The integration of activities for the purpose of planning, implementing and controlling the efficient flow of raw materials, in-process inventory and finished goods from origin to warehousing. Negotiations.

**BBA 485 Research and Development (3, 0, 0, 3, 6)**

Necessary Conditions for Successful Company Research; R & D Management in Relation to Corporate Governance; Priorities in Strategic Issues; Human Capital Knowledge and Know-How; Managing Intellectual Capital; Framework for R & D Processes from QM Perspective; R & D Management Methodology for Better Performance; Patent Portfolios as Strategic R & D Planning; R & D Decision Quality Processes; International R & D Projects; Corporate Technology Stock Model; Virtual R & D Organizations

**BBA 486 Innovation Management (3, 0, 0, 3, 6)**

The course aims to equip management students with an understanding of the main issues in the management of innovation and an appreciation of the relevant skills needed to manage innovation at both strategic and operational levels. It provides evidence of different approaches based on real-world examples and experiences of leading organisations from around the world.