

## **MASTER OF BUSINESS ADMINISTRATION (MBA)**

### **800 Series**

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#### **BBA 820: Managerial Functions**

Nature and scope of management of organizations' operations. Systems approach to organizations. The management process planning, organizing, staffing, coordinating and controlling. Management and leadership.

#### **BBA 821 Managerial Economics**

Meaning, scope and application of managerial economics. Economics and managerial theories of the firm: demand analysis, production, and cost decisions, pricing methods, and profit management. Capital budgeting decisions: business cycle: economic policy: National.

#### **BBA 822: Human Resources Management**

Nature and scope of management of human resource. Human Resource Management Functions, Themes in Human Resources Management, Jobs and Careers in Human Resources management. Behavioral Basis of HRM; Personality Dynamics, Organizations. Evolution of Human Resource Management. HRM system and its function. Management of Human Resources and technological changes. Corporate social responsibility. Personnel audit and research- Future of Human Resources management.

#### **BBA 823: Strategic Management**

Introduction to strategic management. Elements of strategic management and nature of strategic decisions. Strategic management process. Environmental, industrial and internal analysis: evaluation and selection of strategy; formulation of functional strategies, strategy implementation and control.

#### **BBA 840: Marketing Management**

Nature, scope and importance of marketing. Marketing concepts, management functions of marketing; marketing organizations; marketing opportunity analysis. Marketing environment; consumer behavior. Marketing measurement and forecasting; marketing strategy. International marketing.

## **MARKETING OPTION**

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### **BBA 843: Marketing Research**

The role of information in decision making. Marketing research and marketing management. The marketing research process. Research problem formulation, selection of research designs. Measurement and scaling in marketing research. Research designs in marketing. Secondary and primary sources of data. Sampling procedures in marketing research. Data analysis, interpretation, and reporting of research results.

### **BBA 844: Marketing Communication Strategies**

Promotional management and integrated marketing communications. The communication processes. Behavioural foundations of marketing communications. Environmental ethical, and regulatory issues in marketing communications. Personal and non-personal communications strategy. Assessing promotion effectiveness.

### **BBA 846: Global Marketing**

Global marketing challenges, market opportunities and constraints. Potential markets. Global business environment. Marketing research. Competitive advantage and strategy. Positioning and market entry strategy. Global marketing mix strategy. Contemporary issues in global marketing.

### **BBA 848: Marketing Management Seminar**

To apply the knowledge on marketing in analyzing selected issues in marketing management

### **BBA 845: Strategic Marketing Management**

Develops decision-making skills with topics including concepts of marketing strategy; analysis of strategic marketing opportunities; dominant themes in strategic marketing planning; and the design, implementation, and control of strategic marketing plans. Focuses on segmentation procedures, competitive analysis, portfolio lectures, case analysis, and a computer-based simulation of strategic marketing management

## **HUMAN RESOURCE MANAGEMENT OPTION**

### **BBA 825: Human Resources Employment and Development**

Recruitment; Theory; Job Application, Evaluation and benchmarking recruitment. HR needs Assessment; Training Phase, Evaluation Phase, Training Needs Identification, Learning Theory. Design and provision of needs related Training. Training Objectives, Methods, and Locations. Training Ethical and Intercultural Issues. Competitiveness and Human Resources Approaches; Specific Interventions, HRM in the workplace

### **BBA 826: Employee Reward and Compensation**

Job Evaluation; Features and Techniques Measurement Techniques and Problems. Job Evaluation Schemes. Performance Appraisal Systems; Organizational Strategy/Values and Job Behavior, Functions of Performance Appraisal, Criteria for a good system, Types of Performance, Methods of Appraising performance, Employee Performance Raters, Appraisal Feedback. Compensation Systems Development; Employee Satisfaction and Motivation, Equities Establishment, Legal Regulations of Compensation Systems, Compensation Systems Administration. Incentive Compensation and Benefits; Pay-Performance Linkage, Individual and Group Incentives, Pay-For-Performance Barriers, Types of Benefit, Indirect Compensation. Separation: Dismissal, Layoffs, Outplacement, Retirement, and Retrenchment

### **BBA 888: Human Resource Management Seminar (NEW)**

The seminar provides a broad coverage of various Human Resource Management issues; Global issues in HRM, Diversity Management, Ethical issues, Emerging issues in HRM, presentations will be done on topical issues, review and critique of scholarly journals and materials in Human Resource Management.

### **BBA 830: Industrial Relations and Law**

Historical Perspective. Organization Environment and industrial relations. Collective Bargaining and Conflict Resolution; Forming and organizing Trade unions; Private and Public Sector. Approaches to Bargaining. Negotiation Techniques. Dispute and Conflict Resolution. Labour and Employment Law as it relates to among others contracts, dismissal, redundancy, data protection, health and safety.

### **BBA 829: Management of Strategic Change**

Meaning of change, types and level of change sources of change, problems associated with strategic change, management of strategic change, organizational development models of change, Human engineers and total quality and organizational Export behaviour theories, the

concept of globalization and internationalization, participation in global competition and competitive strategic, entry strategies including, Exporting, Licensing, Joint Ventures and Direct Investment, Globalization and its impact on strategic management, culture and technology issues in global market,. The global environmental challenges, emerging issues in global strategic management.

## **ENTREPRENEURSHIP OPTION**

### **BBA 870: Entrepreneurship and Small Business Development**

The concept of small firms, Economics of small of small business and their role on economies activity. The concepts of Entrepreneurship and its importance in the developments of small business management and development. Getting into small business. Finance and other small business program developing and implementation

### **BBA 871: Economics of Entrepreneurship**

Nature and Sources of entrepreneurship, Inventions and Innovations, Productivity Change; production function, non-human and human capital, Employment generation and Economic Growth. Small Business performance measures. To Buy, To Start Economic-Social Decision Criteria, Franchising. Financing Ventures.

### **BBA 872: Entrepreneurial Environments**

Firm Sizes Categorization Criteria. Firm Development Life Cycle. Entrepreneurial Operating Environments. Venture Process Concepts. Responsive and Proactive Business Planning within task groups from the concept through all the elements of a professionally written business plan: Case Studies.

### **BBA 876: Entrepreneurship Development Seminar**

The seminar in entrepreneurship development provide a broad coverage of various Entrepreneurship issues; Social entrepreneurship, Global issues in entrepreneurship, ethical issues in entrepreneurship, corporate entrepreneurship, venture capitalist, Entrepreneurship opportunities. Students will review and critique scholarly journals and other relevant materials in entrepreneurship and do seminar presentations.

### **BBA 829: Management of Strategic Change**

Meaning of change, types and level of change sources of change, problems associated with strategic change, management of strategic change, organizational development models of

change, Human engineers and total quality and organizational Export behaviour theories, the concept of globalization and internationalization, participation in global competition and competitive strategic, entry strategies including, Exporting, Licensing, Joint Ventures and Direct Investment, Globalization and its impact on strategic management, culture and technology issues in global market,. The global environmental challenges, emerging issues in global strategic management

## **STRATEGIC MANAGEMENT OPTION**

### **BBA 829: Management of Strategic Change**

Meaning of change, types and level of change sources of change, problems associated with strategic change, management of strategic change, organizational development models of change, Human engineers and total quality and organizational Export behaviour theories, the concept of globalization and internationalization, participation in global competition and competitive strategic, entry strategies including, Exporting, Licensing, Joint Ventures and Direct Investment, Globalization and its impact on strategic management, culture and technology issues in global market,. The global environmental challenges, emerging issues in global strategic management.

### **BBA 860: Business Strategic Behaviour and Leadership**

Strategic management and leadership, Leadership roles and theories, internal growth, External growth Business turn around and Re-engineering first mover-second mover, pricing strategies, product differentiation and proliferation, Cost advantages, Merger and acquisition, collusive behaviour, Ties in trade, Strategic alliance, Diversification and Market niche.

### **BBA 861: Global Strategic Management**

Introduction to international business and global strategic management, the global business environment, global strategies and development of competitive advantage, the theories of global business, entry strategies to global markets, internationalization of business and globalization, export behaviour theories and tools for entry strategies, organizing for global business.

### **BBA 862: Strategic Management Seminar**

Porters five forces model, The SWOT analysis, The GAP analysis, The PEST analysis, Boston consulting group share matrix. The general electric multifactor portfolio matrix: The value chain

techniques, Game theory of contestable markets, environmental scanning and environmental forecasting techniques

### **BBA 831: Total Quality Management**

Perspectives on quality management. Total quality management theories.' Organizational cultural and orientation. Innovation and excellence approaches to TQM development, implementation. Total quality management and other traditional approach of quality control. Total quality management in private, and private sector. Trends in Total quality management. Specific cases in industry.