

DOCTOR OF PHILOSOPHY IN BUSINESS

BBA 920: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

Course Description

Basic concepts and techniques of microeconomic analysis; Utility and demand; Theory of Production and costs; Market structures and types of market; General equilibrium and welfare economics; Basic concepts and techniques in macroeconomic analysis; National income accounting; Theories of income determination; Inflation, Output and employment; Macroeconomic policy framework; International trade and finance, Global perspectives, behaviour of individual markets focusing on cost analysis, determinants of market demand and consumer demand; empirical demand analysis and models of consumer choice: pricing, product and quality characteristics; market power: competition and entry; analysis of competitive markets, competitive strategy and game theory; implications of government regulatory policies; implications of economics on other business practices such as incentive plans, auctions, transfer pricing and externalities, emerging issues.

MARKETING SPECIALISATION

BBA 921: Behavioural Applications in Marketing

Course Description

Ideas and explanations in consumer research; review of prominent theories in consumer behaviour; dominant perspectives in consumer behaviour research: cognitive behavioural perspective, behavioural economics, effects of social class, influence of consumer lay theories, global consumption restrictions, implications of information on consumer behaviour, effects of planned behaviour, consumption patterns: customer loyalty; brand knowledge, equity and extension; stationary markets; market dynamics; consumer group differences; Explaining Decision making: predicting and explaining behaviour; information processing and decision making; customer satisfaction and quality; Market response: consumer response to price and sales promotions; response to advertising and promotions; word of mouth influence; Memory, learning, attitudes, and the persuasion aspects of consumer behavior, rationality, judgment under uncertainty, judgment heuristics and biases, risk-taking, dealing with conflicting values, framing effects, prospect theory, inter-temporal choice, preference formation, and the psychology of utility, a classic consumer decision

making model; critique of existing theories and models in consumer behavior and future direction on consumer behavior research.

BBA 922: MARKETING THEORY

Course Description

Expanded meaning and nature of marketing; Marketing as a science; Historical development of marketing thought; Boundaries of marketing; Philosophy of marketing science; Morphology of explanation; Explanation and Causality; Scientific Laws; Theory construction in marketing; Toward a General Theory of Marketing, Include schools of marketing and their convergence: traditional approaches, inter-regional trade approach, the paradigm shift; global marketing theory; marketing mix theories both for product and service: product theories, pricing theories, promotional theories and distributional theories; macro-marketing; marketing systems; behavioral marketing theories: decision making theories, Theories of competition. Criticism of each of the marketing theory. The challenges facing the practice of marketing and the new paradigms in this area.

BBA 929: MARKETING SEMINAR

Course description

The seminar provides a broad coverage of various Marketing issues. Students will be required to make presentations on topical issues. The Seminar will expose students to scholarly research in Marketing through use of journals and other relevant materials including application of marketing research models.

BBA 930: INDEPENDENT STUDY IN MARKETING

Course description

Introduction:Background of the selected research concept;Evolution of the concept;Key drivers to the evolution of the concept.**Review of Conceptual Literature:**Conceptualization of the concept in terms of its meaning, constructs, variables and key theoretical frameworks and models by a wide array of researchers.Commonalities and controversies among the key conceptualizations,Arising knowledge gaps. **Review of Empirical Literature:**Key empirical studies conducted on the concept: Arising methodological weaknesses in terms of research designs, target population, respondents, research setting, sampling designs, data collection

methods and data analysis tools. Inherent knowledge gaps. **Chapter Four: Conclusions and Recommendations:** Summary of key knowledge gaps on the study area; Suggested comprehensive conceptualization of the concept; Suggested robust methodology for appropriate empirical assessment of the concept; Suggested comprehensive conceptual framework that addresses the arising knowledge gaps for further study.

HUMAN RESOURCE MANAGEMENT SPECIALISATION

BBA 923: Human Resource Development

Course Descriptions

Progression toward a field of Human Resource Development; Theoretical development in human resource development (HRD); History of HRD; theory and philosophy in human resource development; Theories in HRD including sociological theories, psychological theories, economic theories, system theories. Learning paradigm: Performance paradigm and models; designing, implementing and evaluating effective HRD programs; Training and development; human expertise Organizational development; organizational leadership; organizational change; strategies in advanced HRD; e-learning in work places; career planning and talent management; employee counseling and wellness services; work-force development; accountability in HRD; HRD and diversity; Global perspectives, Emerging issues.

BBA 924: ORGANIZATIONAL THEORY AND BEHAVIOUR

Course Description

Design and structure of organizations; Complementary processes of differentiation (the division of labor and the grouping of functions) and integration (the distribution of authority); Relationship between organizations and their social, political, institutional, and economic environments; Conceptual model of OB, Personality theories, Organization dynamics, Models of organizational structure, Linking of organizational theory and social sciences, Explanatory model, Workforce diversity, Cognitive models, Behavioral model

Organizational behavior model, Institutional theory, Agency theory, Resource dependency theory,, Nature and role of politics, power, and conflict; Micro and macro organizational behavior; Global perspectives; Emerging issues.

BBA 931: HUMAN RESOURCE MANAGEMENT SEMINAR

Course description

The seminar provides a broad coverage of various Human Resource Management issues. Students will be required to make presentations on topical issues. The Seminar will expose students to scholarly research in Human Resource Management through use of journals and other relevant materials.

BBA 932: INDEPENDENT STUDY IN HUMAN RESOURCE MANAGEMENT

Course description

Introduction:Background of the selected research concept;Evolution of the concept;Key drivers to the evolution of the concept.**Review of Conceptual Literature:**Conceptualization of the concept in terms of its meaning, constructs, variables and key theoretical frameworks and models by a wide array of researchers.Commonalities and controversies among the key conceptualizations,Arising knowledge gaps. **Review of Empirical Literature:**Key empirical studies conducted on the concept: Arising methodological weaknesses in terms of research designs, target population, respondents, research setting, sampling designs, data collection methods and data analysis tools.Inherent knowledge gaps.**Chapter Four: Conclusions and Recommendations:**Summary of key knowledge gaps on the study area:Suggested comprehensive conceptualization of the concept:Suggested robust methodology for appropriate empirical assessment of the concept;Suggested comprehensive conceptual framework that addresses the arising knowledge gaps for further study.

STRATEGIC MANAGEMENT SPECIALISATION

BBA 925: Global Business Strategies

Course Description

Theoretical foundations of global business, Globalization and internationalization of business, Drivers of globalization, Benefits and challenges of international trade; Global business environment; foreign market entry strategies, global strategies and theories; Marketing and production for global business, global business management – ICT, HRM, international standards and quality; global relationship management; negotiation and culture; emerging issues in global business strategies.

BBA 926: THEORETICAL FOUNDATIONS OF STRATEGIC MANAGEMENT

Course Description

Developments in the theory of strategic management; Concept of strategic thinking and management; Tools and techniques of analysis; Strategic management paradigms; Role of environment; Strategic choice; Approaches to strategy formulation and choice; Global perspectives; social learning approach to strategic management, Resource Based view, Institutional theory, agency theory, resource dependency theory, value models and linkage between these theories and application (managerial and research), Emerging issues.

BBA 933: STRATEGIC MANAGEMENT SEMINAR

Course description

The seminar provides a broad coverage of various strategic management issues. Students will be required to make presentations on topical issues. The Seminar will expose students to scholarly research in strategic management through use of journals and other relevant materials.

BBA 934: INDEPENDENT STUDY IN STRATEGIC MANAGEMENT

Course description

Introduction:Background of the selected research concept;Evolution of the concept;Key drivers to the evolution of the concept.**Review of Conceptual Literature:**Conceptualization of the concept in terms of its meaning, constructs, variables and key theoretical frameworks and models by a wide array of researchers.Commonalities and controversies among the key conceptualizations,Arising knowledge gaps. **Review of Empirical Literature:**Key empirical studies conducted on the concept: Arising methodological weaknesses in terms of research designs, target population, respondents, research setting, sampling designs, data collection methods and data analysis tools.Inherent knowledge gaps.**Chapter Four: Conclusions and Recommendations:**Summary of key knowledge gaps on the study area:Suggested comprehensive conceptualization of the concept:Suggested robust methodology for appropriate empirical assessment of the concept;Suggested comprehensive conceptual framework that addresses the arising knowledge gaps for further study.

ENTREPRENUERSHIP SPECIALISATION

BBA 927: ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

Course Descriptions

Historical development of entrepreneurship; theories of entrepreneurship: economic, sociological, psychological and RBV theories; and the entrepreneur event process: entrepreneur in economic history, entrepreneur in classical political economy, entrepreneur in neoclassical economic theory; theory of entrepreneurial discovery; debates about the entrepreneurship and uncertainty, innovation and risk management, human capital: characteristics of a successful entrepreneur, market as an extension of culture, the theory of a firm and economic development; Links with other disciplines; entrepreneurship policies: government sponsored programmes for entrepreneurship development; pay-offs of entrepreneurship, future and direction of entrepreneurship.

BBA 928: PLANNING FOR GROWTH IN ENTREPRENEURSHIP

Course Descriptions

Business opportunity identifications and screening; Business environment analysis; Overview of entrepreneurship financing strategies; Venture capital management process; Strategic Business Planning: (format and development of strategic plan); Venture performance monitoring and evaluation: sustainability and feasibility; Market entry and exit strategies/wedges: product development, growth processes and challenges; Entrepreneurial networks and alliances; emerging issues: technology, globalization, business ownership and succession; social entrepreneurship; entrepreneurs' competencies.

BBA 935: ENTREPRENEURSHIP SEMINAR

Course description

The seminar provides a broad coverage of various Entrepreneurship issues. Students will be required to make presentations on topical issues. The Seminar will expose students to scholarly research in Entrepreneurship through use of journals and other relevant materials.

BBA 936: INDEPENDENT STUDY IN ENTREPRENEURSHIP

Course description

Introduction:Background of the selected research concept;Evolution of the concept;Key drivers to the evolution of the concept.**Review of Conceptual Literature:**Conceptualization of the concept in terms of its meaning, constructs, variables and key theoretical frameworks and models by a wide array of researchers.Commonalities and controversies among the key conceptualizations,Arising knowledge gaps. **Review of Empirical Literature:**Key empirical studies conducted on the concept: Arising methodological weaknesses in terms of research designs, target population, respondents, research setting, sampling designs, data collection methods and data analysis tools.Inherent knowledge gaps.**Chapter Four: Conclusions and Recommendations:**Summary of key knowledge gaps on the study area:Suggested comprehensive conceptualization of the concept:Suggested robust methodology for appropriate empirical assessment of the concept;Suggested comprehensive conceptual framework that addresses the arising knowledge gaps for further study.