



## **Academic & Professional Development With West Coast University (WCU) Panama**

[www.westcoastuniversity.edu.pa](http://www.westcoastuniversity.edu.pa)



### **INTRODUCTION TO WEST COAST UNIVERSITY**

#### **University Structure**

West Coast University (WCU) is a federation of 35 affiliated colleges/centers in 21 countries. These colleges are legal entities to impart education in the countries of their existence. University is incorporated in the Republic of Panama, Central America, under clause 19 of Law 32 of 1927 of Panamanian law. Being a global university WCU has not sought Accreditation in Panama but is accredited by International accrediting agencies.

#### **Colleges**

Each College has its own organizational & operational system. They select and admit and teach their own students in accordance with university's approval and most admit diploma, undergraduate and postgraduate students. College representatives sit on the University Management Council.

#### **Schools**

There are eight Schools, which each form an administrative grouping of Faculties and other institutions. They are: School of Engineering & Technology, School of Business & Management School of Leadership & Project Management, School of Computer Science & Information Technology, School of Physical Education, Sports, Defense Tactics & Martial Arts, School of Arts, Humanities & Social Sciences & School of Theology

## **Faculties and Departments**

University Faculties organize teaching and conduct research into individual subjects or groups of subjects. Their work is normally organized into sub-divisions called Departments. The Committees of management bringing together representatives from several disciplines, control centers of studies.

## **History**

The "West Coast Institute of Management & Technology (WCIMT)" was established in 1996 at Perth by a Christian family "S. Lloyd Family Trust" to provide vocational and Professional Educational Services at National and International Levels under a Christian mission and vision of preaching, teaching and Social works. It was Autonomous Educational Institute and Vocational Training School. The institute was a registered and accredited training institution, accredited by the Training Accreditation Council (TAC) of the Training Department of the Government of Western Australia, and is listed on the "Commonwealth Register of Institutions and Courses " (CRICOS), which provide accredited courses to local and overseas students up to Graduate Diploma Level. WCIMT established a chain of affiliated colleges in many countries. In 2004, the trustees decided to use this infrastructure to establish the West Coast University in a favorable country West Coast University, although based in Panama but it serves as a global institute for autonomous higher education.

## **Accreditation**

WCU being global university is not nationally accredited but accredited internationally by the recognized international accrediting agencies conveying full authority to WCU to offer and award degrees in higher education as an autonomous Institution.

- ✓ Accredited by Accreditation Syndicate for Education & Training, England & Wales, U.K.
- ✓ Accredited Quality Assurance Commission, United Kingdom.
- ✓ Licensed & Accredited by CCLP Worldwide Education Charter International
- ✓ Consorcio Universitario Euro Americano, Spain
- ✓ Accredited by International Accreditation Organization (IAO)
- ✓ Equivalency & Validation by California University FCE
- ✓ Accredited by the Association of International Colleges in Technical Education (AICTE)
- ✓ Accredited by Council for Adult and Experiential Learning (CAEL)
- ✓ Institutional member with Candidacy Status with ACBSP-recognized body by CHEA. & supporting organization of PRME



**The Accreditation Council for Business Schools and Programs:** WCU is Institutional Member with Candidacy status with ACBSP, which is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn how to learn. ACBSP acknowledges the importance of scholarly research and inquiry and believes that such activities facilitate improved teaching. Institutions are strongly encouraged to pursue a reasonable mutually beneficial balance between teaching and research. And further, ACBSP encourages faculty involvement within the contemporary business world to enhance the quality of classroom instruction and to contribute to student learning.

In accordance with the 2006 CHEA Recognition Policy and Procedures (#38, pp. 15- 16), the ACBSP is recognized for the following scope of recognition: *ACBSP accredits business, accounting, and business-related programs at the associate, baccalaureate, master, and doctorate degree levels worldwide. (2011)*

## PROFESSIONAL MEMBERSHIP



WEST COAST UNIVERSITY (WCU) PANAMA – Department of Sociology is a collective member of the International Sociology Association (ISA) based in Madrid- Spain. The ISA was founded in 1949 under UNESCO and it has about 4,500 individual and 45 collective members, hailing from 167 countries. Its purpose is to "represent sociologists everywhere, regardless of their school of thought, scientific approaches or ideological opinion" and its objective is to "advance sociological knowledge throughout the world". Along with the Institut International de Sociologie (IIS), it is seen as a world leading international sociological organization. ISA is a member of the International Social Science Council with the status of the Non-Governmental Organization in formal associate relations with UNESCO and special consultative status with the Economic and Social Council of the United Nations.



WEST COAST UNIVERSITY (WCU) PANAMA – Chairman of the Department of Sociology is also a member of the European Sociological Association (ESA) based in Paris-France. ESA is an academic association of sociologists and a non-profit Europe-wide association that aims to facilitate sociological research, teaching and communication on European issues, and to give sociology a voice in European affairs. ESA is an academic association of sociologists and a non-profit Europe-wide association made up of over 2000 members. It was established in 1992, Europe is in the midst of massive changes, including the transformations in east and central Europe and the increasing integration of the European Union. Sociology has much to contribute to European level debates and developments. The ESA has an important role to play in organizing the European debate and setting the agenda



WEST COAST UNIVERSITY (WCU) PANAMA- Faculty of Physical Education & Martial Arts is now an associate member with the International Council of Sport Science and Physical Education (ICSSPE) based in Berlin, Germany. , ICSSPE serves as a permanent advisory body to UNESCO and regularly conducts research and other projects on behalf of this United Nations agency. ICSSPE has a long tradition of co-operation with the world’s leading sport body. The IOC and ICSSPE have recently agreed to update their existing agreement and to work even more closely in the future. ICSSPE collaborate with the WHO in the area of physical activity and health promotion. ICSSPE maintain close links through ex-officio representation on each other’s Boards and co-operate in various areas of common interest.



WEST COAST UNIVERSITY (WCU) PANAMA is a member of the “Organization Internacional Para La Integracion Y Calidad Educativa (OIICE)” Peru, South America. It is an international non-governmental non-profit organization, established in order to promote the adoption of standards for Quality Education, to get the education and development of democratic access to the same fairness and harmony through the transmission of knowledge that are a priority in the Ibero-on the basis of the claim that knowledge is crucial for the progress of the countries that make up that community



WEST COAST UNIVERSITY (WCU) PANAMA is a member of the Association of International Colleges in Technical Education (AICTE). WCU courses in Engineering & Technology are accredited by Distance Education College (DEC) that has consultative status with UNESCO. AICTE is a self-accredited distance education council. The AICTE has been taking various initiatives to maintain the standards of the Distance Education in the Country. AICTE institutions serve thousand of students around the globe, primarily adult learners pursuing their education while employed, with about 40% receiving tuition assistance from their employer. Post Secondary and college students are in their 30s, approximately half are female, and complete their programs at a rate (approximately 70%) above traditional college students.



West Coast University is an Institutional Members of the Open Course Ware Consortium an Open Courseware (OCW). These materials are organized as courses, and often include course planning materials and evaluation tools as well as thematic content The OpenCourseWareConsortium is a worldwide community of hundreds of higher education institutions and associated organizations committed to advancing OpenCourseWare and its impact on global education. We serve as a resource for starting and sustaining OCW projects, as a coordinating body for the movement on a global scale, and as a forum for exchange of ideas and future planning.

## **PROFESSIONAL AFFILIATIONS**

**Oxford Association of Managers- United Kingdom** is established as a Professional Body by an educational Trust in the United Kingdom. It is one of the 300 Professional Bodies in the United Kingdom. Its establishment is gazetted at the UK Government National Archives of UK Professional and Supporting Bodies. All UK Professional Bodies are self-accredited organisations for professional memberships and higher education access to the professions. UK Professional Bodies are established in their own rights and are self-regulated bodies. West Cost university Panama is recognized member University of this association.

**Cambridge Association of Managers- United Kingdom** is established as a Professional Body by an educational Trust in the United Kingdom. It is one of the 300 Professional Bodies in the United Kingdom. Its establishment is gazetted at the UK Government National Archives of UK Professional and Supporting Bodies. All UK Professional Bodies are self-accredited organisations for professional memberships and higher education access to the professions. UK Professional Bodies are established in their own rights and are self-regulated bodies. The Cambridge Association of Managers is listed as a Professional Body. The Cambridge Association of Management offers certified memberships, diploma validation services in business, information technology, business management and higher education awards based on written portfolio and research. West Cost university Panama is recognized member University of this association.

**Institute of Management Specialist –United Kingdom** To encourage management excellence and specialist expertise. To help members achieve their personal aspirations, fulfil their career ambitions and develop their innate potential. To support lifelong learning and encourage education in management and specialist areas. To give professional recognition to the knowledge and skills of managers and specialists. The Institute of Management Specialists (IMS), founded in 1971, is a United Kingdom based professional qualification awarding body. The IMS is listed in the British Council's reference book, published by Kogan Page Ltd, The Degrees of WCU are recognized by the Institute for their professional membership

**Institute of Transport & Management Technology Lagos, Nigeria** is an affiliate of West Coast University Panama Formerly Institute of Air Travel & Management Studies Nigeria. Approved by the Ministry of Education Nigeria. Approval No. LED/CEB/VOL 1.4/S396/VOL 1 OF 1988 .Also recognized by the Federal Ministry of transport & Aviation Government of Nigeria. Ref.No:CA08/008/1/18 of August 1986

**International Institute of Aviation & shipping Technology- Nigeria** Founded in 1990 as Stelad Nig Company "RC746589" & Recognized by Federal Govt., Established under Part C Decree 1 of 1990 of LFN & Registration of business names act of 1961. Affiliated to: SHENYANG AEROSPACE UNIVERSITY CHINA, WEST COAST UNIVERSITY, PANAMA, .

**Postgraduate School of Credit and Financial Management- Nigeria** The Institute of Customer Relationship Management (ICRM) was established by the Federal Government Decree No. 1 of 1990. ICRM is also approved by the Federal Ministry of Education as a Professional and Examining body to regulate the Training and Dedicated to the Practice of practice in customer service, customer care, call center manager, relationship management within the membership framework throughout Nigeria WORLD MARITIME UNIVERSITY, SWEDEN, ILO & UNESCO

**The Chartered Institute of Supply Chain Management -Ghana** is the most prominent professional body for those who are developing a career in Supply Chain Management. The Institute was founded by a number of people from the profession, who recognised the need to develop standards in Supply Chain Management practices as well as increase the number of trained and qualified personnel who were required in a rapidly developing country. They formulated structured training programmes and assisted the institutions of learning in designing courses for their professional scheme curriculum

**The Chartered Institute of Project Management, (CIPM)** was established with the aim of becoming an international leading and foremost project management training institution in Africa. Our focus is to foster the best practices in project professionalism; through academic and training programs. Our main courses are offered under the banner of our accredited training schools 'Project Management College, UK, College of Supply Chain Management, UK with Head Office in London and branch office in Nigeria and Ghana.

**Chartered Institute of Aviation Management of Nigeria** a registered professional body for the study and advancement of aviation management. The idea for the establishment of this institute came up in 1997 and was registered under Companies & Allied Matters Act in the year 2000 and on 31st October 2003, it was gazetted as chartered by the National Assembly. The aims and objectives of the institute among other things include: Build a body of knowledge for the purpose of promoting the science and art of aviation management. Also to Establish management techniques in the promotion of aviation management principles.

**Institute of Professional Managers & Administrators of Nigeria** The Institute of Professional Managers and Administrators of Nigeria (IPMA) is registered in line with the provisions of the Companies and Allied Matters Acts (CAMA) 1990, as a Limited by Guarantee Corporate body for the purpose of promoting Management/Administrative standards and

values in Nigeria. The Institute is also approved by the Federal Ministry of Education and Federal Ministry of Justice

**Chartered Institute Of Management and Leadership- Delaware**, The Chartered Institute of Management and Leadership is an American professional body that seeks to develop managerial skills in employers. The Chartered Institute of Management and Leadership is duly registered and chartered under Delaware Code, Title 6; Chapter 18 of the state of Delaware statutes in the United States of America. Programmes are aimed at providing new skilled managers and equipping the existing ones with appropriate skills for solving day-to-day management problems through the application of modern management techniques. WCU courses are duly recognized for the membership Up to Full membership and fellowship

### **ORGANIZATIONAL MEMBERSHIP**

WCU or its President are members of the following Educational organizations



Association of International Educators (NAFSA)



European Association for International Education (EAIE)



American Association for Higher Education & Accreditation (AAHEA)



Western Cooperative for Educational Telecommunications, founded by the Western Interstate Commission for Higher Education (WICHE)



Association for the Advancement of Computing in Education (AAACE)



Virginia Society Technology in Education

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## **WCU INTERNATIONAL ACADEMIC COUNCIL (IAC)**

WCU International academic council consist of 30 experienced Professors & professionals. West Coast University believe in one curriculum for each subject to train human minds equally without any discrimination in developed of developing nations to provide equal opportunity of livelihood. This one curriculum and equal opportunity would result equality and strenthen peace in the world.



**West Coast University**  
Member Open Courseware Consortium  
<http://www.ocwconsortium.org>

## **Bachelor of Business Administration**

Bachelor of Business Administration is a course of 3 years and 9 trimesters duration, each semester is of 4 months. This course is General Business Administration course that has 40 subjects to study. Assignments and tests or essay writing assesses outcome of each subject. Admission is based on 12 years highschool graduation or for mature candidates written test for entry. Semester Units: Each subject has 3 semester unit, i.e.  $40 \times 3 = 120 + 20$  units for Project = 140 total semester units.

## **Course Curriculum**

### **FIRST YEAR**

<b>Code</b>	<b>Subject</b>	<b>Trimester Unit</b>
<b>1<sup>st</sup> Trimester</b>		
BUS 101	BUSINESS ORGANISATION	3
BUS 102	BUSINESS MATHEMATICS	3



BUS 103	BUSINESS MANAGEMENT	3
BUS 104	BUSINESS ENGLISH	3
BUS 105	CONSUMER BEHAVIOR	3

**2<sup>nd</sup> Trimester**

BUS 106	BUSINESS ACCOUNTING	3
BUS 107	APPROACHES TO DECISION MAKING	3
BUS 108	BUSINESS STATISTICS	3
BUS 109	BUSINESS COMMUNICATION	3
BUS 110	INTERNATIONAL TRADE	3

**3rd Trimester**

BUS 111	OFFICE MANAGEMENT	3
BUS 112	HUMAN RESOURCE MANAGEMENT	3
BUS 113	QUALITY MANAGEMENT	3
BUS 114	BUSINESS PLANNING AND CONTROL	3
BUS 115	MONEY AND BANKING	3

**SECOND YEAR**

**1st Trimester**

BUS 201	INFORMATION SYSTEMS	3
BUS 202	BUSINESS LAW	3
BUS 203	ADVERTISING AND PROMOTION	3
BUS 204	BUSINESS ECONOMICS	3
BUS 205	OPERATIONS MANAGEMENT	3

**2<sup>nd</sup> Trimester**

BUS 201	INFORMATION SYSTEMS-II	3
BUS 202	BUSINESS LAW-II	3
BUS 203	ADVERTISING AND PROMOTION-II	3
BUS 204	BUSINESS ECONOMICS- II	3

**3rd Trimester**

BUS 301	MANAGEMENT ACCOUNTING	3
BUS 302	FINANCIAL ACCOUNTING	3
BUS 303	MARKETING AND PLANNING OF SMALL BUSINESS	3
BUS 304	SALES MANAGEMENT	3

**THIRD YEAR**

**1<sup>st</sup> Trimester**

BUS 301	MANAGEMENT ACCOUNTING -II	3
BUS 302	FINANCIAL ACCOUNTING-II	3
BUS 303	MARKETING AND PLANNING OF SMALL BUSINESS-II	3
BUS 304	SALES MANAGEMENT-II	3

**2<sup>nd</sup> Trimester**

BUS 401	FINANCIAL MANAGEMENT	3
BUS 402	PUBLIC FINANCE	3
BUS 403	MARKETING MANAGEMENT	3
BUS 404	MARKETING RESEARCH	3
<b>3rd Trimester</b>		
BUS 405	FINANCIAL MANAGEMENT-II	3
BUS 406	PUBLIC FINANCE-II	3
BUS 407	MARKETING MANAGEMENT-II	3
BUS 408	MARKETING RESEARCH-II	3
BUS 409	PROJECT WORK	20

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**Total ; 140.0 Trimester Units**

## **COURSE DESCRIPTION**

### **■ BUS 101 BUSINESS ORGANISATION**

Provides the participant with the knowledge and skills to identify the impact that individuals, groups and organizational structure have on behavior within organizations, in order to respond to change and improve organizational effectiveness.

It provides competency-based training in the efficient and effective management of operations in manufacturing and service organizations. The competencies gained should enable participants to recommend and implement effective change programs and processes in the workplace. It will enable them to develop strategies and act to establish and maintain the trust and support of subordinates, immediate managers, peers and colleagues.

### **■ BUS 102 BUSINESS MATHEMATICS**

Provides the participant with the knowledge and skills to apply mathematical techniques to a variety of business applications and decisions. They will be able to perform with the aid of a calculator or computer, percentage adjustments to common commercial situations including those requiring algebraic manipulation of formulae, use mathematic equations and percentage adjustments to solve business problems.

They will be able to explain the concepts of time, value of money and be able to perform calculations involving simple interest, and distinguish between simple and compound interest and perform calculations involving compound interest. They will also define an annuity and apply annuity formulae to solve practical

problems, calculate depreciation rates, plot and interpret straight-line graphs and apply all of these to business problems and decision-making.

### ■ **BUS 103 BUSINESS MANAGEMENT**

The purpose of this module is to provide competency based training to develop effective information management skills in the workplace. Participants should be able to obtain, record and store information for action; gain skills associated with operational efficiency and productivity improvement they will be able to apply techniques to monitor and maintain effective and efficient delivery of production output and client services; and will be able to identify and evaluate opportunities for improvement to services, products and systems.

### ■ **BUS 104 BUSINESS ENGLISH**

This provides training in effective communications skills in organizing and conducting structured meetings, in recording the outcomes of those meetings in the workplace, in writing and presenting an investigative document and for formal interviews.

### ■ **BUS 105 CONSUMER BEHAVIOR**

This course introduces the student to the influence that consumer behavior has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision-making. Topics include consumer and marketing segments, environmental influences, individual determinants, decision processes, information research and evaluation.

### ■ **BUS 106 BUSINESS ACCOUNTING**

This provides the participant with knowledge of accounting standards, procedures and concepts as they apply to basic management reports and analysis; incomplete/single entry systems; one-write systems; not-for-profit organizations. It also provides knowledge of accounting standards, procedures and concepts as they apply to inventories; partnerships; primary producers; leases; consignments and investments.

### ■ **BUS 107 APPROACHES TO DECISION MAKING**

This provides competency based training to develop facilitation skills in group problem solving and decision making processes to achieve objectives. It enables participants to establish group goals and objectives, manage the group and facilitate group problem solving and decision making processes to achieve goals and objectives.

They will be able to effectively manage grievances and disputes in organizations and they will be able to identify and employ, in relation to job role, disciplinary and counseling procedures.

## ■ BUS 108 BUSINESS STATISTICS

Provides the participant with knowledge and skills to interpret and use statistical techniques in a variety of business activities. They will be able to prepare, plot and interpret data for visual presentation and identify problems associated with visual presentation; calculate the measures of central tendency from grouped data and estimate from ungrouped data; calculate the common measures of dispersion from grouped and ungrouped data and measure the nature and degree of relationship between two variables and present this relationship by a linear equation. They will also be able to apply elementary probability concepts and identify the main features of a normal distribution probability curve and perform business calculations involving it and explain the importance of sampling to public and private enterprise. They will be able to identify and interpret the four basic measures of fluctuations that appear in a time series analysis.

## ■ BUS 109 BUSINESS COMMUNICATION

Students will be able to prepare and present a document relevant to a specified task and deliver an oral presentation relevant to the specified task. The main focus is on presenting workplace information using both written and oral communication skills.

## ■ BUS 110 INTERNATIONAL TRADE

The aim of this course is to provide students with an understanding of the principles and applications of international trade, so that students will be prepared to face the future complexities of the world economy. The course will cover the law of comparative advantage, the gains from trade, the Ricardian model, the Heckscher-Ohlin theory, the standard and alternative trade theories, international factor movements, and trade policies such as tariff and non-tariff barriers. The political economy and controversies in trade theory are also discussed. Trade issues in developing countries are highlighted.

## ■ BUS 111 OFFICE MANAGEMENT

This identifies the role and functions of an office as an integral part of a nominated enterprise. It discusses the role of organizational and office procedures; teaches how to assemble new files and integrate into the filing system, identify and archive inactive and dead files and maintain a system for recording documentation movements to ensure integrity.

## ■ BUS 112 HUMAN RESOURCE MANAGEMENT

The participant will be able to plan work activities to meet specific objectives, determine the best work methods or processes to adopt; allocate work and specify/describe jobs and roles; establish standards, measurements and controls to monitor performance and initiate actions to achieve planned objectives.

They will also be able to recruit qualified candidates for a specified position; distinguish between successful and unsuccessful candidates, and recommend those most suitable; design and develop an effective induction program.

They will also be able to outline Occupational Health and Safety responsibilities as required and their implementation in the workplace; identify potential hazards in an office environment and suggest remedial action. They will be able to identify the causes of Occupational Overuse injuries of office workers and outline preventative methods and identify the accident/incident and reporting procedures in the workplace and identify factors, which affect work performance.

### ■ **BUS 113 QUALITY MANAGEMENT**

This will provide the participant with the knowledge and skills to negotiate with team members to allocate and complete tasks to meet group goals. They will be able to participate as a team member and set team goals and select appropriate strategic for their attainment; co-ordinate own work routines with others to achieve agreed goals and monitor and assist in the completion within designated timelines.

### ■ **BUS 114 BUSINESS PLANNING AND CONTROL**

This provides the participant with the knowledge and skills to advise senior management on business planning and control decisions. It will enable them to discuss management planning and control concepts as they relate to the management accounting function, produce quantitative and qualitative relevant information to assist management in decision making where constraints on resources may apply, they will be able to analyze changes in gross profit into component variances (sales price, cost price, sales mix and volume) and interpret the results for management. They will also be able to discuss behavioral problems and possible remedies in the operational budgetary planning and control process.

They will be able to discuss the relationship between management accounting and the marketing function especially in marketing oriented service industries; be able to assist in setting prices for products or services and establish measures of divisional performance.

### ■ **BUS 115 MONEY & BANKING**

This course offers a systematic analysis of monetary theories and the financial system. Apart from exposing students to different approaches in monetary analysis, the course places a special emphasis on the up-to-date analysis of how information costs affect financial structure and monetary policy. The course will cover the structure and importance of the financial system, the functions of money, behavior of interest rates, financial structure and asymmetric

information, bank management and regulation, debates on macroeconomic and monetary policies, the targets and instruments of monetary policies, the transmission mechanism of monetary policy and its effectiveness, money and inflation, rational expectations and its applications

#### ■ BUS 201 INFORMATION SYSTEMS-

This provides the participant with the knowledge and skills to effectively use a computer system. It enables the use of relevant Occupational Health and Safety practices, demonstrates appropriate disk management techniques and mode of operation and discusses the applications for a variety of input/output devices. It describes LANs and common networking alternative and the advantages and disadvantages thereof, also management of electronic files.

The participants will be able to use manuals and on-line help to solve operational problems; access an established database file and manipulate data; create a simple database to meet the requirements of a given situation, enter and edit data and produce useable reports from a database file according to specified criteria. They will be able to modify the structure of a database and manipulate data in a database file, and apply recycling techniques to minimize paper wastage.

#### ■ BUS 202 BUSINESS LAW

This provides the participant with knowledge of partnership and bankruptcy law, applicable within an office environment. They will be able to recognize the elements of the principal/agency relationship and explain [the rights, duties, obligations and liabilities imposed on each party. Discuss (the advantages and disadvantages of a Partnership as a form of business structure and compare with Joint Ventures; discuss the purpose of Bankruptcy legislation and detail the consequences of bankruptcy proceedings for both the debtor and creditors.

It also provides with knowledge of basic contract law and a selection of specialty contracts applicable within an office environment. It describes and explains the formation, operation and termination of contracts as they affect business activities. They will be able to demonstrate an understanding of the concept of property and the nature of mortgages, including the rights and obligations of the parties; recognize the application of contractual principles to certain specialty contracts and distinguish the special features of such contracts; and delineate the types of insurance and explain the circumstances under which a claim on an insurer may be rejected.

They will also be able to recognize and describe the statutory provisions and principles relevant to the sale of goods which accountants are required to apply in the course of business; describe and explain the principles of consumer protection legislation as it applies to contract law and specifically the rights and duties in relation to contracts with "consumers";. They will be able to demonstrate an understanding of the legal process involved in the collection of debts and the rights and obligations of debtors and creditors; and delineate the types of legal protection available for intellectual property.

## ■ BUS 203 ADVERTISING AND PROMOTIONAL MANAGEMENT

Participants will be able to explain the nature and scope of promotion and its role in the marketing mix; describe the structure of the advertising and promotion industry, its participants and their operating procedures; assess the range of promotional options available to marketers; develop an effective written strategic advertising or promotional brief and describe the processes involved in the creation and production of advertising and promotional materials.

## ■ BUS 204 BUSINESS ECONOMICS

This provides the participant with knowledge of the economic environment within which a business operates. Participants will be able to describe the economic problems, classify economic systems and identify changes in contemporary economic systems. They will also be able to describe the determinants of Demand and Supply, the nature of equilibrium, and illustrate changes in equilibrium; describe the characteristics of the four main types of market structures and common restrictive market behavior and government interference in markets. They will be able to explain the role of financial institutions, the nature of money, credit creation and the role of the central bank. Explain the reasons for trade between countries, the balance of payments, exchange rates and influence of trade flows on the domestic economy; explain the circular flow macro-economic model, national income equilibrium and factors causing fluctuations in the equilibrium

They will be able to describe the process of structural change and explain the cause of contemporary economic problems of unemployment and inflation; explain the major macro-economic objectives of the government, the policy weapons available and the problems involved in economic management. They will also be able to explain the meaning and measurement of economic growth and development, the determinants of and barriers to economic growth and development and internal obstacles to such growth and development.

## ■ BUS 205 OPERATIONS MANAGEMENT

The intent of this course is to further provide management and analytical concepts/tools for the management of operations and the decision-making process within the scope of the supply chain. Competitive advantage driven by supply chain strategy has been a common practice in the business environment in the past few years. Most of the strategies involve improving operational efficiency either through cost reductions or increase capital efficiency. Decision-making regarding operational issues is one of the most common tasks within organizations. This course will enhance students' ability to perform the quantitative analysis necessary and understand the management issues in order to make good operational decisions within the supply chain. Coverage is topical and will include supply chains issue and strategy, operations management framework, the Six Sigma approach, quality management, demand and supply planning, inventory deployment/control, and transportation networks optimization. Other topics will be added as the course progresses. The introduction of concepts via cases is preferred whenever appropriate.

## ■ BUS 301 MANAGEMENT ACCOUNTING

Provides the participant with the knowledge and skills to undertake costing procedures in a range of enterprises. They will be able to define the cost concepts used in products and service costing and identify examples of each concept; prepare a manufacturing statement and a trading statement with cost classifications; outline the phases of the cost cycle and record each phase in the general journal, general ledger and factory ledger for a job costing system. They will also be able to outline the documents used to cost and control the elements of prime cost and prepare accounting records from these documents within a job costing system; prepare overhead budgets using traditional activity based methods and calculate overhead recovery rates using both bases in job costing.

They will also be able to describe responsibility accounting and calculate two overhead variances; differentiate direct and absorption costing and prepare income statements using each method for both product and service costing and provide management with an analysis of cost-volume-profit relationships for both product and service industries to assist them in planning and decision making.

They will be able to demonstrate the application of job cost systems for those industries which manufacture products or provide services in identifiable job lots; demonstrate the application of activity based costing, prepare cost of production work sheets and journal entries for organizations that allocate costs to large numbers of like units which are processed through a continuous series of uniform production steps. They will also be able to demonstrate the application of operations cost systems for those industries that produce batches of homogenous products; demonstrate how costs are allocated to products in those industries which produce joint products and/or by-products; and demonstrate the application of standard cost systems for manufacturing and service organizations.

They will be able to evaluate four contemporary factory management techniques, names; Economic Order Quantity, reorder point and safety stock; Just-In-Time Purchasing and Production; Materials Requirement Planning and Quality Control.

## ■ BUS 302 FINANCIAL ACCOUNTING

Participants will be able to prepare accounting entries and financial statements relating to foreign currency translation; prepare accounting entries and financial statement disclosure details for joint venture activities; prepare accounting entries relating to the extractive industry; and prepare accounting entries relating to the construction industry.

They will also be able to describe the basic accounting concepts of assets, liabilities, equity, revenue and expenses, and their relationship through the accounting equation. Describe the purposes and formats of financial accounting reports; explain the limitations of published accounting reports and describe the environment of accounting standards. They will be able to calculate and interpret basic ratios for analyzing financial statements and be able to define common costing concepts and describe the key features of conventional cost accounting



systems. They will also be able to explain the role of budgeting in financial planning and control.

#### ■ **BUS 303 MARKETING AND PLANNING OF SMALL BUSINESS**

Participants will be able to explain the importance of planning to small business success; describe the principles of small business marketing and prepare a marketing plan in accordance with marketing principles. They will also be able to describe the principles of small business planning; and prepare a business plan in accordance with business planning principles.

#### ■ **BUS 304 SALES MANAGEMENT**

Participants will be able to outline the role of sales management in a range of organizations; develop a planning process for sales managers; outline a range of sales structures for organizing the sales force and design a variety of sales territories based on these structures. They will also be able to develop a sales person recruitment and selection program for an organization and develop a training program for sales recruits. They will be able to analyze the leadership and motivation roles of a sales manager and describe the importance of communication to these roles; develop a compensation package for the sales force a performance appraisal system for sales people. They will be able to construct evaluations of sales costs and profits for a sales organization and identify and discuss major issues, including ethical issues evident in sales management.

#### ■ **BUS 401 FINANCIAL MANAGEMENT**

Participants will be able to describe the goal and function of financial management and the environment in which they operate; explain the major sources of funds; define working capital, describe the operating (natural activity) cycle in differing organizations and its relationship to working capital requirements and analyze the critical areas in the management of working capital. They will also be able to analyze and interpret financial statements through the use of ratio analysis, explain computer and evaluate capital investment alternatives and apply financial management principles to a number of practical situations which may be encountered

They will be able to explain the methods of raising equity funds by a pronounceable rights issue or by a private placement and compute and analyze the valuation of rights. They will be able to analyze and evaluate the importance of capital structure decisions in relation to the maximization of ordinary share price and the minimization of the cost of capital and analyze the methods of financing the acquisition of an asset. They will be able to discuss various aspects of a firm's dividend policy and discuss portfolio theory and the capital asset pricing model as it relates to the risk of a firm. They will also be able to apply financial management principles to a number of practical situations that may be encountered.

#### ■ **BUS 402 PUBLIC FINANCE**

Participants will be able to outline the origin, formation and functioning of the "Westminster Style" of government with particular reference to the legal and accounting implications for the state and federal fiscal systems. They will be able to describe and evaluate the federal and state budgetary process; describe the public sector concept of control and accountability; explain the workings of the government's banking system at the federal and state levels. They will also be able to list and explain the main papers used in the budget process; examine the need for full financial accounting in the public sector, evaluate the system of local government finance and outline the financial relationship that exists between the Commonwealth and the states and the implications this relationship has on control of states' financial affairs and powers.

They will also be able to explain the current trend toward greater economic rationality being applied in the determination of government decisions.

#### ■ **BUS 403 MARKETING MANAGEMENT**

To introduce participants to the principles of marketing, provide them with skills to analyze markets and strategies, provide them with decision-making model for marketing management and with the skills to establish and manage the marketing management function.

#### ■ **BUS 404 MARKETING RESEARCH**

Participants will be able to explain the role and functions of the marketing information system and the marketing research process; identify and define problems to be solved by marketing research and develop a strategy for approaching a defined and identified marketing research problem. They will also be able to design research to address a marketing research problem; collect marketing research data using fieldwork techniques, prepare and analyze the marketing research data and interpret data, prepare and present a report on the results of the marketing research program.

■ **BUS 405 PROJECT WORK;** As assigned by the faculty member

### **REFERENCE BOOKS & STUDY MATERIALS**

#### **Open Courseware Consortium and the following :**

*Business organisation* by Lawrence Robert Dicksee  
*Business Mathematics* by Gary Clendenen, Stanley A. Salzman, Charles D. Miller  
*Principles of Business Management* by Arun Kumar, Rachana Sharma  
*Business English* by Mary Ellen Guffey, Carolyn M. Seefer  
*Consumer Behavior* by Jim Blythe.  
*Business accounting and finance for non-specialists* by Catherine Gowthorpe  
*Decision Making: Approaches & Analysis* by Anthony G. McGrew, Michael J. Wilson  
*Business Statistics* by G. V. Shenoy, U. K. Srivastava  
*Business Communication* by Thomas L. Means  
*International Trade* by A. M. El-Agraa  
*Office Management* by Balachandran  
*Human Resource Management* by Ronel Kleynhans

*Quality Management* by Tilo Pfeifer  
*Business planning and control* by Floyd Hookway Rowland  
*Money & Banking* by Kenneth H. Smith  
*Information and information systems* by Michael Keeble Buckland  
*Business Law* by Richard A. Mann, Barry S. Roberts  
*Advertising & Promotion* by George E. Belch, Michael A. Belch  
*Business Economics* by Alan Griffiths, Stephen Ison  
*Operations Management* by Jae K. Shim, PhD, Joel G. Siegel  
*Management Accounting* by Terence Lucey  
*Financial Accounting* by P.C. Tulsian  
 Marketing and Planning for Small Business by Jill Gray  
*Sales Management* by C.L. Tyagi, Arun Kumar  
*Financial Management* by Chandra, Prasanna  
*Public Finance* by Charles F. Bastable  
 Marketing Management by Philip Kotler  
 Marketing Research by Carl McDaniel, Roger H. Gates



## West Coast University (WCU) Panama

Member Open Courseware Consortium

<http://www.ocwconsortium.org>

### MASTER OF BUSINESS ADMINISTRATION

With 10 Majors 25 pages

Master of Business Administration courses for is designed to meet the requirement of WCU global students community. Students are required to complete 12 common core units and than select 8 additional subjects of particular major to complete 20 courses to qualify their MBA with particular major of their choice. Total credit hours required are 64. Assignments and tests or essay writing assesses outcome of each subject. A project work is required at the end of course duration Admission is based on bachelor degree with reasonable grades. Bachelor degree holders with Business administration or commerce subjects are preferred but other bachelor degree holders are also be admitted . Mature Candidates can take written entry test toqualify for admission .

Semester Units: 60-65. Reference books or study material as given below additional study material is taken from the Open Courseware Consortium.

#### Course Curriculum

##### FIRST YEAR

Code	Subject	Semester Unit
<b>1<sup>st</sup> Trimester</b>		
BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3

<b>BUS 503</b>	<b>International Business</b>	<b>3</b>
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**2<sup>nd</sup> Trimester**

<b>BUS 504</b>	<b>Strategic Management</b>	<b>3</b>
<b>BUS 505</b>	<b>Advanced Marketing</b>	<b>3</b>
<b>BUS 506</b>	<b>Management Information Systems</b>	<b>3</b>

**3<sup>rd</sup> Trimester**

<b>BUS 507</b>	<b>Business Ethics</b>	<b>3</b>
<b>BUS 508</b>	<b>Research Methods</b>	<b>3</b>
<b>BUS 509</b>	<b>Economics for Managers</b>	<b>3</b>

**SECOND YEAR**

**1<sup>st</sup> Trimester**

<b>BUS 510</b>	<b>Marketing Research</b>	<b>3</b>
<b>BUS 511</b>	<b>Corporate Finance</b>	<b>3</b>
<b>BUS 512</b>	<b>Operations Research</b>	<b>3</b>

*Note: From Second year 2nd semester specialized courses starts according to the selected major . The following curriculum is just an example for MBA with Major in Project Management.*

**2<sup>nd</sup> Trimester**

**Major in Project Management**

<b>BUS 513</b>	<b>Project Management Strategy and Tactics-I</b>	<b>3</b>
<b>BUS 515</b>	<b>Managing Project Teams-I</b>	<b>3</b>
<b>BUS 517</b>	<b>Managing Complex Projects-I</b>	<b>3</b>
<b>BUS 519</b>	<b>Project Management-I</b>	<b>3</b>

**3<sup>rd</sup> Trimester**

<b>BUS 514</b>	<b>Project Management Strategy and Tactics-II</b>	<b>3</b>
<b>BUS 516</b>	<b>Managing Project Teams-II</b>	<b>3</b>
<b>BUS 518</b>	<b>Managing Complex Projects-II</b>	<b>3</b>
<b>BUS 520</b>	<b>Project Management-II</b>	<b>3</b>
<b>BUS 521</b>	<b>Project/Thesis</b>	<b>6</b>

**Total: 62 .0 Trimesters Units**

## **COURSE DESCRIPTION**

### **MBA major in Project Management**

**BUS 501 Organizational Research**

This course provides a management-oriented exploration of organizational theory and the intricacies of organizational structure, design, and applications. Based upon classical and contemporary theory and empirical research, this course forms a sociological analysis of organizations, focusing on the impacts that organizations have upon individuals and society. Case studies are used to address and exemplify the many issues and problems that are involved in managing the process of organizational change and transformation. Providing direct and clear managerial implications, this course provides a strategic, applied approach to organization theory that emphasizes decision-making and leadership.

### **BUS 502 Human Resource Management**

This course provides a management-oriented exploration of human resource management, structure, functional applications, and labor management relations. Based upon classical and contemporary theory and empirical research, this course forms a humanistic and legal analysis of organizations, focusing on the role of human resource management in the creation of organizational strategy. This course examines managers and leaders within organizations and their responsibility to optimize performance and make decisions based on ethical criteria. Human resource divisions are articulated in this course into six broad areas of thematic emphasis: introduction and strategy in human resource management; acquiring human resources, including job recruitment, planning and aligning human performance goals with organizational objectives; managing performance and compensation issues; training and workforce development; labor relations and collective bargaining; and promotion of workplace health and safety.

### **BUS 503 International Business**

This course explores the world of international business. International business is more than just domestic business on a broader scale. International business involves factors and forces that do not affect domestic business activities, like exchange rates and cultural differences and political risks. International business also raises issues related to controlling and staffing enterprises that are physically remote from a business' primary location and fashioning business relationships with people and entities that have unfamiliar ways of conducting their business. This course considers the factors and forces and issues that affect and arise in international business.

### **BUS 504 Strategic Management**

This course is designed to provide a deeper understanding of strategic management principles, theories, and concepts. During this course, students will examine the basic concepts of strategic management, learn how to develop mission statements, and assess both the external and internal environments to determine organizational strengths and weaknesses. This course will include analysis of various methods for formulating and implementing strategy, as well as the numerous issues associated with technology and innovation, entrepreneurial ventures and small businesses, and not-for-profit organizations. Learning will take place through readings, case studies, and other learning strategies.

### **BUS 505 Advanced Marketing**

This course provides a strategic framework for organizational marketing decisions. From this managerial perspective, the student will explore the marketing process, the marketing concept and customer focused processes. The class will analyze marketing tools and understand their importance to marketing managers. These tools include including market research, competitor analysis and the consumer analysis. Finally, the course will include a study of the relationship

between the marketing mix, the changing business environment and the overall corporate strategy.

### **BUS 506 Management Information Systems**

This course offers an overview of information systems (often called Management Information Systems). Information systems are at the heart of the modern organization. Within its purview are most, if not all, of the components that make the modern organization. This course examines information systems from a managerial perspective. This means that the focus is upon how the organization as a distinct whole has used and can use its information resources to best serve its needs.

### **BUS 507 Business Ethics**

This course is designed to introduce ethical decision making in business. This course examines the individual, organizational, and macro level issues in business ethics. The course does not attempt to determine correct ethical action. Rather, it is designed to assist the potential businessperson to make more informed ethical decisions on a daily basis. The complex environment in which managers confront ethical decision-making is fraught with the knowledge that there are no absolute right or wrong solutions in most situations. Dilemmas, real life situations, and cases will provide you an opportunity to use concepts in the assignments and to resolve ethical issues. Since there is no universal agreement on the correct ethical business norms, critical thinking and informed decision making are emphasized. Through this managerial framework, the course will cover the overall concepts, processes, and best practices associated with successful business ethics programs.

### **BUS 508 Research Methods**

This course is intended to provide an introduction to the important topics in the general area of research methods, and to do so in a non-intimidating and informative way. This course of study will give the student a solid background of knowledge for developing a research paper and subsequently, submitting it for publication by a refereed journal.

### **BUS 509 Economics for Managers**

This graduate course studies the role of economic issues in the managerial decision-making process. It covers the concept of microeconomics. It also provides an understanding of public policy formation and how a modern economy functions.

### **BUS 510 Marketing Research**

This course explores marketing research as the systematic and objective planning, obtaining, recording and analyzing of information to support the decisions of marketing managers. Topics include the "process" of marketing research, the use of technology to support the research function, types of relevant data, information collection methodology, measurement and statistical testing of results. In addition to the above, the course will involve the integration of business examples and applications that illustrate the importance of marketing research to support an organization's "marketing mix" and "marketing concepts."

### **BUS 511 Corporate Finance**

This course introduces the theory of corporate finance and the application of this theory to realistic problems in corporate financial management. Case studies are utilized to integrate the various aspects of corporate

finance including production, marketing, management, accounting and finance. Investments, corporate benefits, supply and demand, corporate reorganization and financial instruments are studied.

### **BUS 512 Operations Research**

An introduction to the scientific methods used to investigate problems concerned with the conducting of operations within an organization. Mathematical methods of operations research are stressed. Topics studied include linear programming, decision analysis, mathematical programming, inventory theory, forecasting, and Markov decision processes.

## **Reference Book & Study Material of Open Courseware Consortium**

Organizational Research Methods by  
*Paul M Brewerton and Dr Lynne J Millward*

Human Resource Management in a Business Context,  
*3rd edition by Alan Price*

Doing Business Internationally: The Guide to Cross-Cultural Success  
*by Terence Brake, Danielle Medina Walker, Thomas Walker. McGraw-Hill Trade,*

Strategic Management: Concepts and Cases  
*(10th Edition) Fred David*

Advanced Marketing Strategy: Phenomena, Analysis, and Decisions,  
*By Glen L. Urban & Steven H. Star*

Management Information Systems (12<sup>th</sup> Edition),  
*By Ken Laudon & Jane Laudon*

Business Ethics 2009 Update: Ethical Decision Making and Cases,  
*By O. C. Ferrell, John Fraedrich, and Ferrell .*

Research Methods (Examples & Explanations Series),  
*By Donald H. McBurney & Theresa L. White.*

Economics for Managers (2nd Edition),  
*By Paul G. Farnham*

Corporate Finance 9th Edition (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate)  
*BY Stephen Ross , Randolph Westerfield , Jeffrey Jaffe*

Operations Research: An Introduction (9th Edition)  
*By Hamdy A. Taha.*

**Please continue to see MBA with Major- Specialization on further pages.**



### **Major in Project Management**

#### **12 common subjects plus the following**

##### **BUS 5013 & 514 Project Management Strategy and Tactics**

This course provides the tools to understand, design, and apply systematic project management organization and administration. In addition to learning how to satisfy customer needs, this course will assist students learn how to apply budgeting concepts, manage production time, invest resources, and create performance specifications designed with defined requirements. The course introduces the methodologies and technologies that can assist project managers coordinate a project from inception through completion.

##### **BUS 515 & 516 Managing Project Teams**

This course explores the diverse sectors of project management leadership and team activity. Project teams are comprised of multiple job sectors and divisions. This course trains students how to manage and lead project team members from project creation to completion, while managing team conflict, motivation, individual and group behavior, and strategic completion of work assignments. The material covers a wide range of organizations and topics related to project teams.

##### **BUS 517 & 518 Managing Complex Projects**

Managing Complex Projects is an in-depth study of the project management process. The course examines the project process from a systems perspective, and prepares students for the processing of planning, controlling and performing projects within the modern workplace. Topics covered in the course include the systems theory, conception phase, study phase, design phase, implementation phase, and management functions as they pertain to projects, the project plan, and project specifications and reporting modalities.



## BUS 519 & 520 Project Management

The skills of problem solving and decision-making are critical to effective project management. Topics in this course include program value, project definition, environmental considerations, time sensitivity, risk sensitivity, metrics gathering and cost reduction. Students will practice effective decision-making in the area of project risk management, including learning how to identify and quantify problems and potential solutions. Participants will also examine impact analysis and risk response control. The four basic elements of a contract to include the agreement, consideration, contractual capacity, and lawful object are examined in detail.

## BUS 521 Project /Thesis

As advised by the faculty member

### Reference Books:

Total Project Management: Strategies and Tactics for Healthcare, *By Roger Dabbah*  
Managing Project Teams, *By Vijay Verma*  
Managing Complex Projects: *By Neil Alderman, Chris Ivory, Ian Mcloughlin, and Roger Vaughan*  
[Project Management](#), *By Dennis Lock*



Major in E-Business

### Course Curriculum

#### FIRST YEAR

Code	Subject	Semester Unit
<b>1<sup>st</sup> Trimester</b>		
BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3
<b>2<sup>nd</sup> Trimester</b>		
BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3
<b>3<sup>rd</sup> Trimester</b>		
BUS 507	Business Ethics	3

BUS 508	Research Methods	3
BUS 509	Economics for Managers	3
<b>SECOND YEAR</b>		
<b>1<sup>st</sup> Trimester</b>		
BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3
<b>2<sup>nd</sup> Trimester</b>		
<b>Major E_Business</b>		
BUS 531	E Commerce -I	3
BUS 533	E- commerce Marketing -I	3
BUS 517	Management of E-Commerce-I	3
BUS 519	E-Commerce Design and Development -I	3
<b>3<sup>rd</sup> Trimester</b>		
BUS 532	E commerce -II	3
BUS 534	E- commerce Marketing -II	3
BUS 536	Management of E-Commerce-II	3
BUS 538	E-Commerce Design and Development –II	3
BUS 540	Project On E-commerce	6
Total:		62 .0 Trimesters Units

## COURSE DESCRIPTION

### **BUS 531 & 532 E-Commerce**

E-Commerce is designed to provide current or future e-commerce practitioners with an understanding of the networked economy and associated infrastructure including strategy, technology, capital, media, and policy. E-Commerce describes the manner in which transactions take place over networks, how business is conducted and managed, and the major opportunities, limitations, issues, and risks of electronically buying and selling goods, services, and information. Students will gain exposure and practical application tools to utilize e-business and e-commerce in professional practice. Although some of the effort will be devoted to hands-on work with business software, the major emphasis will be on the managerial and strategic aspects of online business.

### **BUS 533 & 534 E-Commerce Marketing**

This course provides an overview of business transactions. A central course focus is on electronic transactions and exchanges among businesses, and targets infrastructure providers as they converge for the purchase and sale of goods, services, ideas, and information over the Internet. This course also explores the Internet's impact on business models and marketing strategies, examines which marketing strategies work online and which do not, and discusses how the Internet creates value for customers and profits for companies.

### **BUS 535 & 536 Management of E-Commerce**

This course explores the theories and techniques for e-business and e-commerce management and operation, and investigates multiple topics used to understand e-business activities. Students will learn the history of the Internet, hardware and software aspects, as well as the management and marketing of an

Internet business. Discussion topics include how to bring a business on-line, choosing a business model, and managing transactions and markets.

**BUS 537 & 538 E-Commerce Design and Development**

This course explores current the emerging issues in business transactions over the electronic medium. Topics include uniform commercial codes, taxation, payment systems, security, technology/technical standards, infrastructure, content and intellectual protection of property, privacy, censorship, and legal issues and strategies from a business perspective. This course also examines issues and topics in the functional areas of business as they relate to electronic commerce.

**BUS 540 Project on E- Commerce**

**Reference Books:**

Electronic Commerce: The New Business Platform for the Internet *by Debra Cameron.*

E-Commerce: Implementing Global Marketing Strategies *by Bohdan O. Szuprowicz.*

E-Commerce Strategies *by Charles H. Trepper.*

The Consultant's Guide to Getting Business on the Internet *by Herman Holtz*



**Major in Finance**

**Course Curriculum**

**FIRST YEAR**

<b>Code</b>	<b>Subject</b>	<b>Semester Unit</b>
<b>FIRST YEAR</b>		
<b>1<sup>st</sup> Trimester</b>		
BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3
<b>2<sup>nd</sup> Trimester</b>		
BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3
<b>3<sup>rd</sup> Trimester</b>		
BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

**SECOND YEAR**

**1<sup>st</sup> Trimester**

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3
<b>2<sup>nd</sup> Trimester</b>	<b>Major in Finance</b>	
BUS 541	Corporate Finance -I	3
BUS 543	International Economics -I	3
BUS 545	International Finance -I	3
BUS 547	Public Budgeting -I	3
<b>3<sup>rd</sup> Trimester</b>		
BUS 542	Corporate Finance --II	3
BUS 544	International Economics -II	3
BUS 546	International Finance -II	3
BUS 548	Public Budgeting --II	3
BUS 550	Project On E-commerce	6
Total:		62 .0 Trimesters Units

## COURSE DESCRIPTION OF MAJOR

### **BUS 541 & 542 Corporate Finance**

This course in Corporate Finance is for executives and business students interested in the practice of financial management. It introduces standard techniques and recent advances in a practical, intuitive way. The course assumes no prior background beyond a rudimentary and perhaps rusty familiarity with financial statements, although a healthy curiosity about what makes business tick is also useful. Emphasis throughout is on the managerial implications of financial analysis. This course should prove valuable to individuals interested in sharpening their managerial skills and to participants in executive programs.

### **BUS 543 & 544 International Economics**

This course examines trade and international economics, and considers comparative advantage and the factors of production. This course also considers how growth is influenced by trade and various alternative trade theories. The course places an emphasis on the general equilibrium approach to modeling over the more convenient partial equilibrium approach, to create a more accurate picture of how international trade affects the global welfare of people and events impacting the economy. Relationships between trade and growth, effects of labor, capital movements between countries, and key factors that influence relative costs between countries are also examined. Trade restrictions and the effect of trade on environmental and political policies are also explored.

### **BUS 545 & 546 International Finance**

This course takes an in depth look at economics in the international context. Basic economic concepts apply, but certain factors in international transactions can change the economic outcomes of those basic concepts. The course investigates arbitrage and arbitrage like transactions, and how these bind together distinguishable financial instruments to play a key role in financial contracts. The finance methodologies of multinational corporations, foreign exchange, and bankers acceptances are also included. Foreign exchange and currency markets are explored for their impact on international economics, and the interrelationship of exchange rates and economics factors are also discussed in this course.

### **BUS 547 & 548 Public Budgeting**

Governmental and non-profit accounting, reporting, and auditing continue to evolve rapidly. Moreover, the ever-increasing scrutiny and accountability to which governments and non-profit organizations are being subjected by others, including Congress, practitioners, investors and

creditors, standards setters, and academicians, clearly signal that their accounting, reporting, and auditing concepts, standards, and practices will probably continue to evolve rapidly. One result of this increased attention is that it is now virtually impossible to pass the Uniform CPA Examination without an understanding of governmental and non-profit accounting. This course prepares the student in all of the above topics, and ensures a solid foundation for engaging in the practice of governmental or non-profit accounting.

### **BUS 550 Project on Finance**

#### **Reference Books:**

E-Commerce 2010 (6th Edition) :by *Kenneth Laudon and Carol Guercio*

International Economics: by *Robert J. Carbaugh* ,

International Finance 5th Edition: by *Maurice D. Levi*

Public Budgeting: by *David C. Nice*



### **Major in Marketing**

#### **Course Curriculum Major**

#### **FIRST YEAR**

<b>Code</b>	<b>Subject</b>	<b>Semester Unit</b>
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#### **FIRST YEAR**

##### **1<sup>st</sup> Trimester**

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

##### **2<sup>nd</sup> Trimester**

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

##### **3<sup>rd</sup> Trimester**

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

#### **SECOND YEAR**

##### **1<sup>st</sup> Trimester**

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

<b>2<sup>nd</sup> Trimester</b>	<b>Major in Marketing</b>	
BUS 561	Strategic Marketing -I	3
BUS 563	Marketing Research -I	3
BUS 565	New Product Marketing -I	3
BUS 567	Business Marketing -I	3
<b>3<sup>rd</sup> Trimester</b>		
BUS 562	Strategic Marketing -II	3
BUS 564	Marketing Research -II	3
BUS 566	New Product Marketing -II	3
BUS 568	Business Marketing –II	3
BUS 570	Project On Marketing	6
	Total:	62 .0 Trimesters Units

### **BUS 561 & 562 Strategic Marketing**

This course examines various decision-making tools in marketing which are useful in structuring and solving marketing problems. Case studies describing actual marketing problems provide an opportunity for those concepts and tools to be employed in practice. Integrated marketing communication strategy and management, marketing channel strategy, and marketing strategy reformulation in comprehensive marketing programs are examined through conceptual and case analysis. In every case study, the decision maker must develop a strategy consistent with the underlying factors existing in the situation presented and must consider the implications of that strategy for the organization and its environment.

### **BUS 563 & 564 Marketing Research**

This course explores marketing research as the systematic and objective planning, obtaining, recording and analyzing of information to support the decisions of marketing managers. Topics include the "process" of marketing research, the use of technology to support the research function, types of relevant data, information collection methodology, measurement and statistical testing of results. In addition to the above, the course will involve the integration of business examples and applications that illustrate the importance of marketing research to support an organization's "marketing mix" and "marketing concepts."

### **BUS 565 & 566 New Product Marketing**

This course integrates several new products subject areas including marketing, technical, creative design, and management issues related to new product marketing. The course is designed for students interested in working in environments impacted by high technology innovations, both in the context of small entrepreneurial firms and large established companies. This course explores the challenges faced by marketers, business managers, and consultants in bringing a new technology to the market. This course will rely primarily upon cases taken from the fields of biotechnology, medical device industries, computer hardware and software, computer technologies, Internet infrastructure, and telecommunications.

### **BUS 567 & 568 Business Marketing**

This course explores management functions associated with Marketing B2B and other types of mainstream electronic commerce. The purpose of this course is to focus on all major areas of strategic marketing B2B. This course will assist students understand how strategic marketing and business policies are formed and generated using different models and theories. The goal of this course is to lay the foundation for a better understanding of organizations, and to assist students in viewing organizations as a continuously evolving entity. This course highlights the relevance and contribution of this discipline to business, policy creation, and other management sciences. Concepts included in this course include foundations of e-commerce, retailing and advertising,

market research, marketing strategies and implementation, and the management of business marketing channels.

**BUS 570 Project on Marketing**

**Reference Books:**

Strategic Marketing *by David W. Cravens & Nigel Piercy*  
 Marketing Research (6th Edition): *by Alvin C. Burns and Ronald F. Bush*  
 New Product Marketing: *by Alvin C. Burns & Ronald F. Bush*  
 Business Marketing: Connecting Strategy, Relationships, and Learning: *by F. Robert Dwyer and John Tann.*



**Major in Health Care Management**

**Course Curriculum Major**

**FIRST YEAR**

Code	Subject	Semester Unit
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**FIRST YEAR**

**1<sup>st</sup> Trimester**

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

**2<sup>nd</sup> Trimester**

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

**3<sup>rd</sup> Trimester**

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

**SECOND YEAR**

**1<sup>st</sup> Trimester**

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

**2<sup>nd</sup> Trimester**

**Health Care Management Major**

BUS 571	Health Care Financial Management -I	3
BUS 573	Legal Foundations of Health Care -I	3
BUS 575	Health Resources and Policy Analysis -I	3
BUS 577	Advanced Health Care Management -I	3
<b>3<sup>rd</sup> Trimester</b>		
BUS 572	Health Care Financial Management -II	3
BUS 574	Legal Foundations of Health Care -II	3
BUS 576	Health Resources and Policy Analysis -II	3
BUS 578	Advanced Health Care Management –II	3
BUS 580	Project On Health Care Management	6
Total:		62 .0 Trimesters Units

### **BUS 571 & 572 Health Care Financial Management**

This course explores the selection, financing, and stewardship of organizational assets using financial data and other criteria to attain organizational goals. Assets must be maintained, replaced, abandoned, and reinvested, and are supervised by financial specialists including accountants, analysts, bookkeepers, treasurers, and planners who are specialists in financial management. Financial management is also a concern for non-specialists. Department directors must develop and manage budgets, and chief executive officers and trustees take leading roles in decisions regarding long-term financing and organizational acquisitions. This course examines these and other aspects of financial management within the health care context.

### **BUS 573 & 574 Legal Foundations of Health Care**

This course examines the diverse legal foundations of health care, and guides student understanding of the legal aspects of health care administration. It is intended to focus on an extensive overview of the major issues in health law as they relate to daily lives of health care professionals. With a strong foundation in health care law, this course will provide a clear understanding of common legal problems facing today's health care system.

### **BUS 575 & 576 Health Resources and Policy Analysis**

This course investigates the policy-making process in health care, and presents an examination of policy formulation and implementation, including modification and political competence. This course also explores the health care delivery environment and means by which leaders can effectively analyze the public policy environment of a health-related entity. This course, by utilizing two excellent texts available in health policy-making today, provides ample knowledge about health resources and policy analysis.

### **BUS 577& 578 -Advanced Health Care Management**

This course explores the organization, administration, and management of health care organizations. Special focus is placed on organizational and managerial decision making, with extensive examination of managerial responsibilities that many health care professions assume in their daily assignments. With a strong foundation in organizational design and behavior, this course will provide a clear understanding of comprehensive health care management in today's health care industry.

### **580 Project on health Care Management**



**Reference Books:**

Healthcare Finance: An Introduction to Accounting and Financial Management, Fourth Edition

*BY Louis C. Gapenski*

Law & the American Health Care System

*By Rand E. Rosenblatt, Sylvia A. Law, and Sara Rosenbaum*

Policy Analysis: Introduction and Applications to Health Programs

*By Marvin R. Burt.*

Improving Healthcare with Control Charts: Basic and Advanced SPC Methods and Case Studies

*By Raymond G. Carey and Larry V. Stake*



**Major in Hospitality and Tourism**

**Course Curriculum Major**

**FIRST YEAR**

<b>Code</b>	<b>Subject</b>	<b>Semester Unit</b>
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**FIRST YEAR**

**1<sup>st</sup> Trimester**

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

**2<sup>nd</sup> Trimester**

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

**3<sup>rd</sup> Trimester**

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

**SECOND YEAR**

**1<sup>st</sup> Trimester**

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

**2<sup>nd</sup> Trimester**

**Hospitality & Tourism Major**

BUS 581	Hospitality and Tourism -I	3
BUS 583	Marketing for Hospitality and Tourism -I	3
BUS 585	Legal Aspects of Hospitality and Tourism -I	3
BUS 587	Management Accounting for Hospitality & Tourism -I	3

**3<sup>rd</sup> Trimester**

BUS 582	Hospitality and Tourism -II	3
BUS 584	Marketing for Hospitality and Tourism -II	3

BUS 586	Legal Aspects of Hospitality and Tourism -II	3
BUS 588	Management Accounting for Hospitality & Tourism -II	3
BUS 590	Project on Hospitality & Tourism	6

Total: 62 .0 Trimesters Units

### **BUS 581 & 582 Hospitality and Tourism**

This course is designed for hospitality management professionals, and provides a comprehensive examination of the fascinating and challenging fields of the hospitality industry: travel and tourism, lodging, food service, meetings, conventions and expositions, leisure and recreation. This course examines the hospitality industry and the various industry segments to include the restaurants, hotels, attractions, and other businesses and organizations that serve individuals as they meet, visit, or celebrate comprise the hospitality industry. In addition, basic management skills and concepts are introduced and applied to the hospitality and tourism context. Leadership, marketing, control, planning, and fundamentals of operation of all hospitality businesses are described and illustrated.

### **BUS 583 & 584 Marketing for Hospitality and Tourism**

This course examines core concepts and principles of hospitality and tourism marketing with an international perspective. Marketing management philosophies, customer service strategies, electronic and target marketing, consumer buying behavior, marketing research, product development, pricing approaches, public relations, advertising, sales promotion, distribution systems, professional sales management and market plan development are covered with conceptual and case analysis. The course provides numerous practical examples for managerial decision making in the global marketplace.

### **BUS 585 & 586 Legal Aspects of Hospitality and Tourism**

This course provides an understanding of the basic foundations and principles of laws affecting the hospitality industry. The common and statutory law of the hospitality industry and the duties and responsibilities to guests, such as maintenance of property, and guest liability is examined. The course also identifies how hospitality managers prevent legal problems and avoid litigation. Staff legal liability is also stressed.

### **BUS 587 & 588 Management Accounting for Hospitality and Tourism**

This course is designed to provide students with an advantageous mix of accounting theory and practice, and is tailored to the special learning needs for professionals in the hospitality service industry. This course explores hotel and restaurant accounting concepts that are vital to decision making within an organization's internal environment. The course covers hospitality accounting for assets, payroll, preparation of income statements, and the balance sheet. In addition, the course covers the tools to handle the financial decisions with ratio analysis, budgeting, and forecasting. This course also provide information on budgeting expenses, forecasting sales, budgetary reporting and analysis, financial decision making, and discussion of such topics as open/close for the off-season, business acquisition, and vehicle leasing.

### **BUS 590 Project on Hospitality & Tourism**

## **Reference Books:**

Hospitality and Tourism: An Introduction to the Industry by *Robert A. Brymer* Marketing for Hospitality & Tourism (5th Edition) by [\*Philip Kotler, John T. Bowen, and James C. Makens\*](#) Hospitality Law: Managing Legal Issues in the Hospitality Industry by [\*Stephen C. Barth\*](#) Hospitality Management Accounting by *Martin G. Jagels and Catherine E. Ralston*



**Major in Human Resources Management**

**Course Curriculum Major**

**FIRST YEAR**

Code	Subject	Semester Unit
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**FIRST YEAR**

**1<sup>st</sup> Trimester**

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

**2<sup>nd</sup> Trimester**

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

**3<sup>rd</sup> Trimester**

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

**SECOND YEAR**

**1<sup>st</sup> Trimester**

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

**2<sup>nd</sup> Trimester**

**Human Resources Management Major**

BUS 591	Employment Law -I	3
BUS 593	Training & Development -I	3
BUS 595	Labor Relations&Collective Bargaining –I	3
BUS 597	Compensation Management -I	3

**3<sup>rd</sup> Trimester**

BUS 592	Employment Law -II	3
BUS 594	Training & Development -II	3
BUS 596	Labor Relations&Collective Bargaining –II	3
BUS 598	Compensation Management -II	3
BUS 600	Project on Hospitality & Tourism	6

Total: 

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 62 .0 Trimesters Units

### **BUS 591 & 592 Employment Law**

This course examines legal issues involving employees and employers. This course is not a substitute for the formal study of law, rather, it is designed to introduce students to various aspects of the law, that they may identify potential problems and make informed decisions. Course materials contain excerpts from court decisions and highlight issues expanded upon within textbook chapters. Employment law issues include, interview, selection, hiring and termination, EEOC issues, and health and safety. Case studies provide students information on particular issue and provide broader understanding of the decision making process in the courts.

### **BUS 593 & 594 Training & Development**

This course is designed to challenge master's level knowledge and skill in human resource development. During this course of study, students will gain an understanding of employee training, education and development, and their impact on the organization. The course will examine human resource management using a systems approach to the development and delivery of training in today's organization. Course topics of interest include needs assessments, design curriculum, support training, and evaluation of the effectiveness of training.

### **BUS 595 & 596 Labor Relations and Collective Bargaining**

This course presents a practical working knowledge of negotiations, labor law, labor relations, and collective bargaining. Students are introduced to collective bargaining and labor relations with an emphasis on the situations they will encounter on the job. The course will incorporate selections from actual labor agreements, arbitration cases, and decisions of the National Labor Relations Board (NLRB). This course will also provide court illustrations to emphasize contemporary issues in collective bargaining and labor relations. In addition, experts in the fields of labor law and arbitration have contributed "tips" on how these concepts can be applied in various employment contexts.

### **BUS 597 & 598 Compensation Management**

This course explores the development and use of various compensation strategies and systems in today's highly competitive business environment. Now, more than ever, employers, relying on human resource professionals, must develop compensation systems that align strategically with the mission and vision of the organization while providing the basis for the recruitment and retention of a qualified and satisfied employee base. Compensation management provides a proven format for leaders to make practical decisions necessary to balance financial options and restraints with the demands of the workforce. This course considers the factors, forces, and issues involved in collecting, organizing and analyzing of data in order to make better business decision.

### **BUS 600 Project on human Resources Management**

#### **Referene Books:**

Employment Law: The Essentials, *By David Lewis , Malcolm Sargeant , Ben Schwab*  
Employee Training & Development, *By Raymond Andrew Noe*  
Labor Relations and Collective Bargaining: Cases, Practice, and Law, *By Michael R. Carrell and Christina Heavrin J.D*  
Enterprise Compensation Management In SAP ERP HCM, *By J Masters and C Kotsakis*



**International Management**

**Course Curriculum Major**

**FIRST YEAR**

Code	Subject	Semester Unit
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**FIRST YEAR**

**1<sup>st</sup> Trimester**

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

**2<sup>nd</sup> Trimester**

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

**3<sup>rd</sup> Trimester**

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

**SECOND YEAR**

**1<sup>st</sup> Trimester**

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

**2<sup>nd</sup> Trimester**

**Human Resources Management Major**

BUS 601	Employment Law -I	3
BUS 603	Training & Development -I	3
BUS 605	Labor Relations&Collective Bargaining –I	3
BUS 607	Compensation Management -I	3

**3<sup>rd</sup> Trimester**

BUS 602	Employment Law -II	3
BUS 604	Training & Development -II	3
BUS 606	Labor Relations&Collective Bargaining –II	3
BUS 608	Compensation Management -II	3
BUS 700	Project on Hospitality & Tourism	6

Total: 62 .0 Trimesters Units

### **BUS 601 & 602 International Legal Environment**

This course examines laws regulating international activities including managerial issues, trade, licensing and investment from a managerial perspective. Students will study the function and importance of public international law, as well as the role of public and private international organizations in setting standards and guidelines for international business. This course also examines the legal aspects of establishing an overseas operation; joint venturing abroad; using a foreign distributor and exporting technology. Emphasizing practical application and theory of international business law, this course examines how firms doing business between the more than 200 countries of the world are governed and regulated.

### **BUS 603 & 604 Intercultural Management**

This is an advanced graduate course focusing on intercultural issues related to work organizations and management. This course will attempt to build intercultural understanding, sensitivity, and interpersonal skills through textbook readings and case studies. The emphasis of the course is on intercultural awareness, effective work performance, and a global perspective of business and careers. Rather than utilizing the traditional approach of compartmentalizing the world into neat functional boxes where "international" becomes a weak qualifying adjective, this framework allows the cases and readings to present issues in the way managers receive them in complex packages, and in which managerial choices are shaped by strategy and information.

### **BUS 605 & 606 International Economics**

This course takes an in depth look at economics in the international context. This course examines trade and international economics, and considers comparative advantage and the factors of production. This course also considers how growth is influenced by trade and various alternative trade theories. The course places an emphasis on the general equilibrium approach to modeling over the more convenient partial equilibrium approach, to create a more accurate picture of how international trade affects the global welfare of people and events impacting the economy. Relationships between trade and growth, effects of labor and capital movements between countries, and the key factors that influence relative costs between countries are also examined. Trade restrictions and the effect of trade on environmental and political policies are also explored.

### **BUS 607 & 608 International Finance**

This course takes an in depth look at economics in the international context. Basic economic concepts apply, but certain factors in international transactions can change the economic outcomes of those basic concepts. The course investigates arbitrage and arbitrage like transactions, and how these bind together distinguishable financial instruments to play a key role in financial contracts. The finance methodologies of multinational corporations, foreign exchange, and bankers acceptances are also included. Foreign exchange and currency markets are explored for their impact on international economics, and the interrelationship of exchange rates and economics factors are also discussed in this course

### **BUS 610 Project on International Management**

#### **Reference Books:**

The International Legal Environment (The Collected Research Studies, Vol. 52) *by John J. Quinn*  
Intercultural Management MBA Masterclass *by Nina Jacob*:  
International Economics: Theory and Policy, *By Paul R. Krugman and Maurice Obstfeld* :  
International Finance, *By Keith Pilbea*.



## Major in Public Administration

### Course Curriculum Major

#### FIRST YEAR

Code	Subject	Semester Unit
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#### FIRST YEAR

##### 1<sup>st</sup> Trimester

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

##### 2<sup>nd</sup> Trimester

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

##### 3<sup>rd</sup> Trimester

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

#### SECOND YEAR

##### 1<sup>st</sup> Trimester

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

##### 2<sup>nd</sup> Trimester

#### **Public Administration Major**

BUS 611	Public Budgeting -I	3
BUS 613	Administration of Public Institutions-I	
BUS 615	Public Policies -I	
BUS 617	Public Finance and Legislative Procedures-I	3

##### 3<sup>rd</sup> Trimester

BUS 612	Public Budgeting -II	3
BUS 614	Administration of Public Institutions-II	3
BUS 616	Public Policies-II	3
BUS 618	Public Finance & Legislative Procedures-II	3
BUS 620	Project on Public Administration	6

Total:  62 .0 Trimesters Units

#### **BUS 611 & 612 Public Budgeting**

Governmental and non-profit accounting, reporting, and auditing continue to evolve rapidly.

Moreover, the ever-increasing scrutiny and accountability to which governments and non-profit organizations are being subjected by others, including Congress, practitioners, investors and creditors, standards setters, and academicians, clearly signal that their accounting, reporting, and auditing concepts, standards, and practices will probably continue to evolve rapidly. One result of this increased attention is that it is now virtually impossible to pass the Uniform CPA Examination without an understanding of governmental and non-profit accounting. This course prepares the student in all of the above topics, and ensures a solid foundation for engaging in the practice of governmental or non-profit accounting.

#### **BUS 613 & 614 Administration of Public Institutions**

The course provides a detailed overview of public administration. The course is intended to provide students an understanding of public policy development, administration of public laws, government programs, organizational behavior, e-government, management of public programs, public leadership, agency financial management, ethics, accountability in government, and public employee management. Understanding how an organization functions and behaves is a key concept for the management of large institutions. The political and cultural environment of public institutions is also covered. In addition, students will learn the intricacies of public funds management to include financial management, auditing, public accounting principles, evaluating program performance, and the ethics and responsibilities of public service.

#### **BUS 615 & 616 Public Policies**

This course explores public policy as part of the managerial decision-making process. It also provides an understanding of public policy formation, and the modern economic functions of non-market entities. It provides a structured and disciplinary approach to addressing management issues of growing importance in public policy and organizational performance from a global perspective. Finally, this course stresses the practical application of a number of decision-making tools available to the modern manager in the public policy arena. It does so by integrating the disciplines of economics, political science, law, and ethics to provide a deeper understanding of the environment of business.

#### **BUS 617 & 618 Public Finance and Legislative Procedures**

This course examines government activities and the methods of financing government expenditures. The course includes the study of the economic basis for, and the impact of, government activity. Relevant topics include Federalism, cost-benefit analysis of government investment, budgeting, corporate taxation and the impact of personal income taxation on consumption.

#### **BUS 620 Project on Public Administration**

##### **Reference Books:**

Public Budgeting: A Managerial Perspective (Public Administration and Public Policy), *By Khi V. Thai, Jack Rabin, and Evan M. Berman.*

Public administration in developing countries. *By Conference on Public Administration in Developing Countries*

The Public Policy Process, *By Prof Michael Hill.*

Legislative budget procedures, *By Barbara Yondorf*





## Major in Sports Management

### Course Curriculum Major

#### FIRST YEAR

Code	Subject	Semester Unit
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#### FIRST YEAR

##### 1<sup>st</sup> Trimester

BUS 501	Organizational Research	3
BUS 502	Human Resource Management	3
BUS 503	International Business	3

##### 2<sup>nd</sup> Trimester

BUS 504	Strategic Management	3
BUS 505	Advanced Marketing	3
BUS 506	Management Information Systems	3

##### 3<sup>rd</sup> Trimester

BUS 507	Business Ethics	3
BUS 508	Research Methods	3
BUS 509	Economics for Managers	3

#### SECOND YEAR

##### 1<sup>st</sup> Trimester

BUS 510	Marketing Research	3
BUS 511	Corporate Finance	3
BUS 512	Operations Research	3

##### 2<sup>nd</sup> Trimester

	<b>Sports Management Major</b>	
BUS 621	Sport Law and Risk Management -I	3
BUS 623-	Sport Public Relations and Fund Raising -I	3
BUS 625	Sport Facilities -I	3
BUS 627	Sport Administration & Management -I	3

##### 3<sup>rd</sup> Trimester

BUS 622	Sport Law and Risk Management -II	3
BUS 624	Sport Public Relations and Fund Raising II	3
BUS 626	Sport Facilities-II	3
BUS 628	Sport Administration & Management -II	3
BUS 630	Project on Sports Management	6

Total:  62 .0 Trimesters Units

### **BUS 621 & 622 Sport Law and Risk Management**

This course presents a comprehensive introduction to the areas of the law that impact sports. There is no field of sports law, but there are broad areas of the law that affect sports including tort law, criminal law, contract law, and constitutional law. This course explores tort law and the civil, private wrongful acts that can be redressed by legal action between private parties. The course also explores contract law, and how legal enforceable agreements form contracts and the remedies that are available when a party fails to perform the duties imposed by the contract. Constitutional law is also investigated in this course.

### **BUS 623 & 624 Sport Public Relations and Fund Raising**

This course presents detailed information on the theory and practice of promoting and selling sport in today's marketplace. Topics include direct and indirect sales techniques, the multicultural considerations affecting marketing communication, and the design and execution of multilingual advertising and sales campaigns. In addition to offering the theoretical underpinnings of sport promotion, this course offers the practical applications of theory and the experiential data necessary to compete in the expanding competitive markets of today.

### **BUS 625 & 626 Sport Facilities**

The objective of this course is to provide a basic understanding of the planning and design process, as well as the features of many different areas and types of recreation and sport facilities. Topics included are design and development, common facility components, recreational spaces, specialty spaces, and trends in stadium and arenas, and equipment and supplies.

### **BUS 627 & 628 Sport Administration & Management**

This course examines the concepts relating to efficient management and leadership of the sport industry. Emphasis will be placed on principles and techniques of management relating to programs, facilities, special events, and personnel. Special course topics include: key personnel issues in sport management situations; ethics, law, and governance as they apply to sport management; the role of the marketing process in sport administration; and the economics, accounting and budgeting, and the importance of each for managers of sport.

### **BUS 630 Project on Sports Management**

#### **Reference Books:**

Managing Risk in Sport: The Essential Guide for Loss Prevention, *By Katherine Nohr*  
Successful Sport Fund-Raising, *By William F. Stier*  
Managing Sport Facilities, *By Gil Fried*  
Principles and Practice of Sport Management, *By Lisa P. Masteralexis, Carol Barr, and Mary Hums*