

MASTER OF BUSINESS ADMINISTRATION (MBA)

Introduction

The economic growth in the Kingdom in general and Tabuk in particular necessitates a cadre of high-quality managers who can contribute effectively to the economic development strategies of the private as well as the public sectors.

The MBA Program at FBSU has been designed to provide an advanced business education for highly motivated Bachelor degree holders, mid-level managers and professionals in order to boost their performance, efficiency, and productivity in a variety of organizational settings. In addition, it has been tailored to build the necessary knowledge and skills for entrepreneurs to launch new businesses or improve existing ones.

Program Objectives

The MBA program at FBSU aims to provide students with the knowledge and skills that enable them to function as successful managers, leaders and entrepreneurs in the dynamic and globalized Saudi economy during the third millennium.

The MBA Program intends to:

Provide students with an in-depth understanding of the literature in the functional areas of business.

Develop the managerial capabilities of students on the basis of the core functions and disciplines of business administration.

Enhance the analytical, organizational, and communication skills of students to become effective managers in a variety of organizational settings.

Elevate the leadership and decision-making abilities of students to enable them to encounter effectively contemporary challenges in an increasingly complex business environment.

Program Admission Requirements

In addition to satisfying the Deanship of Graduate Studies and Research admission requirements:

Applicants must achieve a minimum score of 5.5 on the IELTS exam (about 500 in paper-based TOEFL or 61 in internet-based tests) or a minimum score of 75% on the University English placement exam.

Applicants with non-business backgrounds are normally required to pass the foundation courses before starting the core courses.

Note: Students can also pursue the program on a part-time basis.

Program Structure

The program is composed of a total of 42 credits to be offered over 4 semesters. This excludes the pre-requisite foundation module (a maximum of 15 credits) that will be offered to compensate for any deficiency in the students' knowledge. The grades of the Foundation module are not included in the cumulative GPA. Students must normally pass these courses before they can start Core courses.

The degree requirements can be completed in four semesters (21 months of study).

The program uses English language as the main medium of instruction.

MBA Program Plan of Study

Pre-MBA Foundation Courses (Credits not counted in GPA)		Credits
MBA 400	Introduction to Business Administration & Management	3
MBA 410	Principles of Microeconomics	3
MBA 420	Principles of Financial Accounting	3
MBA 430	Principles of Finance	3
MBA 440	Principles of Marketing	3
A Maximum of 15 credits depending on the background of the Applicant		15

First Semester (12 Credit Hours)

Course	Title	Credits
MBA 505	Organizational Behavior	3
MBA 510	Management Info. Systems	3
MBA 515	Quantitative Methods in Business	3
MBA 520	Managerial Accounting	3
Total Credits		12

Second Semester (12 Credit Hours)

Course	Title	Credits
MBA 525	Managerial Economics	3
MBA 530	Marketing Management	3
MBA 605	Corporate Finance	3
MBA 610	Leadership & Enterprise	3
Total Credits		12

Third Semester (9 Credit Hours)

Course	Title	Credits
MBA 615	Research Methods in Business	3
MBA 620	Management Info. Systems	3
	Elective Course (See Table 2)	3
Total Credits		9

Fourth Semester (9 Credit Hours)

Course	Title	Credits
	Elective Course (See Table 2)	3
	Elective Course (See Table 2)	3
MBA 690	Final Research Project	3
Total Credits		9

Courses Description

Required Courses:

MBA 505 Organizational Behavior (3 Credits)

This course covers in-depth analysis of how the individual, the group, and the organization interact to influence the behavior of the corporate entity and that of its human resources. A focus on behavioral science applications to individual needs and organizational goals will be featured.

Prerequisite: MBA 400, if applicable

MBA 510 Management Information Systems (3 Credits)

This course is an overview of information systems from a managerial perspective. It covers basic information system concepts, applications of information systems, and building and managing information systems.

MBA 515 Quantitative Methods in Business (3 Credits)

This course applies quantitative methods to business problems with an emphasis on learning how to select the appropriate problem solving method, applying the chosen method, and translating the result into business strategy. Topics covered include the simplex method, linear programming, transportation models, and network models for project scheduling, in addition to other decision analysis tools. Students will be introduced to some related computer programs.

MBA 520 Managerial Accounting (3 Credits)

This course covers how management use accounting data in planning, coordinating, and controlling the operations of the firm. Topics covered include cost concepts, cost-volume-profit relationships, budgeting, variance analysis, cost systems, Activity-based Costing, cost accumulation and allocation, and costing systems.

Prerequisite: MBA 420, if applicable

MBA 525 Managerial Economics (3 Credits)

This course is concerned with the application of economic principles and methodologies to business decision problems. Students will increase their understanding of economics and learn a variety of techniques that will allow them to solve business problems relating to costs, prices, revenues, profits, and competitive strategies. The course is concerned with both theory and practice in the context of microeconomic models: the theory serves to sharpen analytical skills, and the practice will enable students to apply these techniques to real-world business problems.

Prerequisite: MBA 410, if applicable

MBA 530 Marketing Management (3 Credits)

This course provides the students with an overview of the managerial aspects of marketing including analyzing marketing opportunities, developing marketing strategies, making marketing decisions, and managing marketing programs.

Prerequisite: MBA 440, if applicable

MBA 605 Corporate Finance (3 Credits)

This course introduces the students to the various concepts of corporate finance, which facilitates the decision making of managers in financing, investment and dividend decisions. Topics covered include discounted cash flow analysis, risk and asset valuation and management, financial analysis and forecasting, capital budgeting, cost and structure of capital, and short and long term sources of funds.

Prerequisite: MBA 430, if applicable

MBA 610 Leadership & Entrepreneurship (3 Credits)

This course introduces effective leadership theory and skills as key to individual and organizational

success. It examines leader traits, abilities and behavior and relates them to entrepreneurial skills, performance and success.

Prerequisite: MBA 505

MBA 615 Research Methods in Business (3 Credits)

This course introduces students to the methodology and mechanics of conducting applied business research with emphasis on field applications, including the design of research, data collection, analysis and reporting. Qualitative and quantitative research tools are covered.

MBA 620 Strategic Management (3 Credits)

This course deals with strategy formulation and implementation in a changing global environment. Strategy deals with the positioning the firm, articulating a vision, and designing action to take advantage of the firm's short and long-term competitive position. Students are expected to integrate the different functional areas covered in their graduate studies. Case studies are used extensively to strengthen the applied aspects.

Prerequisite: Completion of core courses adding up to at least 24 credits

Elective Courses:

MBA 630 International Business Management (3 Credits)

This course is about managing effectively in different international environments. Conceptually, the course will revolve around the notion that differences exist in the way that management is practiced from country to country and that those differences can be attributed to two major sets of variables, namely: external environmental forces, such as economic, political, social and cultural elements found within each nation; and the organization's own cultural variables.

Prerequisite: MBA 505

MBA 640 Operations and Production Management (3 Credits)

This course is concerned with the processes of producing and delivering goods and services. The focus is to ensure the business operations are efficient in terms of the use of resources and in meeting customer needs. The aim is to give students a set of frameworks and concepts that can be used to understand the operations functions and strategies within a company. Topics to be covered include process analysis, quality management, inventory management, and supply chain management, waiting line analysis, demand forecasting, and project management.

Prerequisite: MBA 515

MBA 642 Organization theory, Design and Change (3 Credits)

This course aims to show students how structures can be designed to fit the organization's strategy, size and innovation needs. Different kind of structures (functional, divisional, matrix, organic networks) are analysed, and the situations in which each structure is effective are explained using examples and case studies. Additionally, the course will touch on Organisational Change, an important topic that is needed by managers during restructurings, mergers and acquisitions.

Prerequisite: MBA 505

MBA 644 Managing Organizations and People (3 Credits)

This course is intended to help students understand and appreciate the strategic role of Human Resource Management. It introduces them to both the methods and practices relating to the key functions and activities of human resource management, and seeks to develop a critical understanding of the role and functions of human resource activities within an organizational context. A range of topics will be examined such as: Planning for Human Resources, Job Design, Managing Employee Performance, Managing Pay and Compensation, and Managing Diversity.

Prerequisite: MBA 505

MBA 646 Human Resource Development and Planning (3 Credits)

This course examines the primary role of human resources development (HRD) in the organization to help people and organizations effectively manage change. This course focuses on strategies for assessing, designing, and implementing training and organizational development efforts that positively impact the performance of the individual and the work group. It also provides an overview of change interventions, including training and staff development; succession planning and performance management.

Prerequisite: MBA 644

MBA 648 Special Topics in HRM (3 Credits)

The Special Topics in HRM is a specialized course intended to reinforce the student's knowledge in this functional area of Business Administration. The topics to be included are usually not offered in one of the regular core or other elective courses. Through a combination of lectures, case studies and independent reading, the course aims to expand the students' knowledge of the related concepts and applications.

Prerequisite: MBA 644

MBA 652 Consumer Behavior (3 Credits)

This course examines the underlying dynamics of customer behavior drawing from a wide range of behavioral sciences concepts. It analyses the role of individual (e.g., perception, motivation, attitudes) and environmental (e.g., culture, social groups, the family) factors in the buying decision process. The focus of the course is on practical implications of this knowledge for the marketer. Key to the course is demonstrating how an understanding of buyer behavior can help to improve strategic decision making.

Prerequisite: MBA 530

MBA 654 Strategic Marketing (3 Credits)

The objective of this course is to demonstrate the benefits of undertaking marketing actions from a strategic context. The aim is to teach students how to conduct a complete audit of the marketing environment facing the firm, understand how to generate new marketing options and use the marketing mix and management strategies to maximize the market performance of the organization, regardless of its status as a commercial, government or social enterprise.

Prerequisite: MBA 530

MBA 656 Marketing Research (3 Credits)

The course is an overview of the application of scientific research methods to solve marketing problems. It stresses the need for building a marketing decision that is based on a sound marketing research and plan. It examines issues involving trends, factors, and forces (institutions, culture, politics, law, and environment) which affect companies' marketing programs (customer satisfaction, branding, corporate image, communication strategies). Steps include defining the problem to developing an approach, to formulating a research design, and designing questionnaires. Case studies and a research project are used to explore the different dimensions of the problems and opportunities facing the firm when formulating and implementing their marketing strategies.

Prerequisite: MBA 530

MBA 658 Cost Accounting (3 Credits)

This course involves in-depth study of the techniques and theories used in managerial accounting. Topics relating to the implementation and control of management decisions, capital budgeting, manufacturing accounting, management control systems, performance measurement, performance evaluation, transfer pricing, and cost prediction and control are emphasized. The impact of technology and new operating philosophies on integrated accounting systems are also explored.

Prerequisite: MBA 520

MBA 662 Auditing**(3 Credits)**

This course is planned to cover the fundamentals of auditing principles and procedures under generally accepted auditing standards. Auditor's reports, professional ethics and legal responsibilities, EDP considerations, statistical sampling, applications in auditing, the role of internal control in relation to the auditor and substantive audit procedures of assets, liabilities and equity capital will be reviewed. Communication of auditor findings to applicable parties will also be studied.

*Prerequisite: MBA 520***MBA 664 Financial Statements Analysis****(3 Credits)**

The course aims at describing the process of analyzing and interpreting financial statements, and its role in the evaluation of the firm's financial performance and the prediction of its future condition. Topics covered include objectives of financial statement analysis, standards for financial statement analysis, sources of information, issues related to evaluating the quality of a company's earnings, horizontal analysis, trend analysis and vertical analysis, ratio analysis, and comprehensive evaluation of a company's financial situation.

*Prerequisite: MBA 520***MBA 666 Financial Markets & Institutions****(3 Credits)**

This course offers an analysis of existing financial systems, money and capital markets, banks and non-bank financial intermediaries, term structure of interest rates, and securities markets including the stock and bond exchanges. It introduces the role of risk management in the financial institutions industry. The course focuses on the emerging money and capital markets in the Arab Gulf region.

*Prerequisite: MBA 605***MBA 668 Investment Analysis****(3 Credits)**

This course covers portfolio selection theory and security valuation models. It provides a comprehensive coverage of basic concepts, theories, applications and decision-making rules in financial investments. In particular, the course will focus on the analysis of stocks, bonds, financial futures, options and other derivatives. Additionally, the course will examine the role and performance of portfolio managers, mutual funds and other investment companies.

*Prerequisite: MBA 605***MBA 672 Financial Risk Management****(3 Credits)**

The course aims to develop an understanding of the key risks facing financial organisations, the ways they manage the risks and the role capital plays in buffering the risks. The course complements and builds on other finance-related subjects by providing a more in-depth examination of specific topics. From a practical perspective, the course assists managers in assessing their company's banking relationships as well as managing internal financial risks.

*Prerequisite: MBA 605***MBA 674 Information Management****(3 Credits)**

This course provides an understanding of the issues in managing database systems as an essential organizational resource. Students learn the enterprise data architecture components, data storage configurations, and information retrieval methods. Focus will expand from the relational model to the multidimensional model, and include object-relational techniques, data security and data recovery.

*Prerequisite: MBA 510***MBA 676 Analysis & Design of Information Systems****(3 Credits)**

In today's business environment, information systems are continuously being developed, updated, or reengineered. This course is designed to enable students to understand the analysis and design of IS systems as well as the requirements or expectations for these systems from different perspectives so as to have systems that can be more effective in organizations.

Prerequisite: MBA 510

MBA 678 Management Support Systems**(3 Credits)**

This course is designed to enable business managers to understand the application of decision support systems in making timely and accurate business decisions. It also serves to encourage the usage of decision support systems by business managers. Supportive information systems are also examined from comparative and complimentary perspectives.

Prerequisite: MBA 510

MBA 690 Final Reseach Project**(3 Credits)**

In partial fulfillment of the requirements for the MBA degree, a student must carry out individually a Final Project (FP); MBA 690; equivalent to 3 credits, during the last semester of his/her studies. The project entails the application of the concepts learned in the program to address a real management issue on behalf of an organization. It must show adequate analysis and creative problem solving techniques. The scope and nature of the assignment will be agreed upon with the client through a proposal process. The students may also submit a case study.

Pre-requisite: Graduation Semester