



AUM

American University of Madaba
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Faculty of Business & Finance
Department of Business Administration
Course Curriculum 133 Credit Hours

I. University Requirements: 31 Credit Hours

Compulsory, 14 Credit Hours; Electives, 17 Credit Hours

1	0900100	Swimming	3 CH	PREREQ:	None
			0	0	

This course is compulsory for all AUM students and as an outcome of this course a student must be able to swim as a prerequisite for graduation. The course can be taken during any semester of the study duration of the student. A swimming test will be done to see which student knows how to swim, in case the student passes the test he/she may be exempted from the course. The objectives of this course is to educate students the basic skills of dealing with water, floating, respiration and breast swimming, in addition to the technical aspects and rules of this game.

Feald

2	0900101	Sports I	3 CH	PREREQ:	None
			1	0	

AUM is committed to providing quality education on the basis of a holistic approach, focusing on the whole person in order to promote and develop students' full capabilities, talents and personalities. With this approach in mind UM has developed several one credit hour courses in sports and social/cultural development to fulfill its vision and mission mentioned above. In this course a student has to choose one of the sports that he/she likes such as: physical fitness, football (soccer), basketball, handball, volleyball, ground tennis, table tennis, squash, badminton, karate, taekwondo, etc... The aim of this course is to educate students the basic skills of the sport chosen, in addition to the technical aspects and rules of the chosen sport. The course aims at raising the level of general physical fitness of students. Swimming is not one of the choices in this course.

3	0900110	Cultural Development I	3 CH	PREREQ:	None
			1	0	

The objective of this course is to develop the talents, skills and capabilities of students in a variety of social/cultural activities that will enable her/him to open up to society and the world at large. The course also aims at raising the level of awareness and appreciation of the student's chosen activity such as music, oration, painting, drawing, calligraphy, chess, reading, writing, journalism, computer, languages, business, engineering, as well as issues related to environmental, governance, democracy, health, society and others. Students may invite well known artists, poets, authors, economists and public figures for lectures, seminars and debates. All university professors will be involved in delivering this course as they will assign research topics to students using various means. It is expected that each student will write an essay showing what he/she has achieved and what the outcomes of the research study are.

4	0900111	Military Science	3 CH	PREREQ:	None
			3	0	

The course focuses on strategic concepts and field training.

5	0900112	Civic Education	3 CH	PREREQ:	None
			3	0	

This course aims at raising the socio-political level of national awareness, and promoting the democratic sensation through the presentation of Jordan's modern history since World War I. It also deals with the analysis of Jordan's Constitution, the mechanism of interaction among the legislative, justice and executive authorities, with emphasis on the role of press and media in the democratic activity. The course sheds light on the concept of society and economy knowledge.

6	0900120	Arabic Communication Skills (1)	3 CH	PREREQ:	0900097
			3	0	

This course aims at enhancing university students' basic skills in Arabic, reading, writing, listening, and speaking, through studying selected literary texts. Emphasis is placed on the structure of the Arabic sentence, its most common derivatives, and its most common artistic forms.

7	0900130	English Communication Skills (1)	3 CH	PREREQ:	0900099
			3	0	

This course is designed to help students enhance the four basic skills in English, namely: reading, writing, speaking, and listening through adopting contemporary teaching pedagogy that revolves around student-centered classes. On-going and intensity of exposure to the English language within its experiential context is also adopted. The course provides essential information about grammatical forms and structures used in real communicative situations and relevant to the students' immediate life, building their fluency. Stimulating and informative passages are selected to improve students' reading comprehension ability and to widen their horizons. Exercises and semi-guided paragraphs and essays are used to improve their writing skills.

8	0900113	Interpersonal and Intercultural Communication	3 CH	PREREQ:	None
			3	0	

This course focuses on developing students' soft skills particularly in the fields of communication and leadership in large and small group environments. We will examine the process of sending and receiving messages between people whose cultural background could lead them to interpret verbal and nonverbal signs differently. Emphasis will be given on the development of basic public speaking skills (i.e., overcoming nervousness, audience analysis, speech preparation, organization, writing and delivery. You will be given opportunities to write and organize informative and persuasive speeches and to be competent in meeting impromptu speaking situations with the use of visual aids to help deliver the information. You will be giving and receiving constructive feedback from your peers. In addition, the course will provide opportunities to practice essential meeting or group leadership skills' situations such as parliamentary procedure, panel discussions and debate. Our efforts to recognize and surmount cultural differences will hopefully open up business opportunities throughout the world and maximize the contribution of all the employees in a diverse workforce. Further practical features of this course are writing CV's and handling job interviews.

9	0900131	English Communication Skills (2)	3 CH	PREREQ:	0900130
			3	0	

This course is a continuation of English Communication Skills (1). It aims at further enhancing students' basic language skills: reading, writing, listening, and speaking.

10	0900140	Appreciation of Art	3 CH	PREREQ:	None
			3	0	

This course focuses on various types of Art, painting, drawing, sculpture, etc. It teaches students how to discern good level Art from low level Art.

11	0900141	Appreciation of Music	3 CH	PREREQ:	None
			3	0	

This course introduces the student to reading musical notes. It introduces various musical instruments, and teaches the student how to appreciate the various types of music: Arabic, foreign, classical, folk, pop, etc.

12	0900114	Civilization and Thought	3 CH	PREREQ:	None
			3	0	

This course will take us through a historical journey in which we visit different great civilizations. We study their birth, the thought prevailing in the particular civilization and the extent to which it advanced and the reasons for its demise.

13	0900115	Social Ethics	3 CH	PREREQ:	None
			3	0	

The sources and assumptions for our own ethics will be discussed. A variety of ethical approaches will be used to evaluate social and political issues in our current society. The aims of this course are to have us become appreciative of our own moral traditions, to use constructive critical thinking, to help us reinforce our own values, and to recognize the ways in which differing values affect our lives.

14	0900150	Introduction to Economics	3 CH	PREREQ:	None
			3	0	

This course provides an overview of microeconomic and macroeconomic issues and an understanding of the economic choices that individuals, firms, and governments face. It also introduces the concept of scarcity and the working process of a market economic system. Furthermore, this course examines the different market structures, the role of the firm and the impact of government intervention on markets. Finally, this course discusses the meaning and computation of national income, inflation, unemployment, economic growth, international trade, and the impact of fiscal and monetary policies on the economy.

15	0900160	Entrepreneurship and Enterprises	3 CH	PREREQ:	None
			3	0	

This course introduces students to the concept of entrepreneurship, and the pursuit of value-creating opportunities without regard to the current control of assets. The course examines the entrepreneur's approach to life and the knowledge and skills necessary for that approach to create value. Students will be able to recognize and evaluate entrepreneurial opportunities. At the end of the course, students will develop a business model for one of those opportunities.

16	0900161	Creativity and Innovation (1)	3 CH	PREREQ:	None
			3	0	

Pending...

17	0900162	Creativity and Innovation (2)	3 CH	PREREQ:	None
			3	0	

Pending...

18	0900116	Bio-Ethics	3 CH	PREREQ:	None
			3	0	

Bioethics studies the reasonableness of human choices and actions that typically occur in medical practice. In this course, we will study the particular subsection of this realm that covers issues involving medical care and biotechnology. Our consideration will extend to other areas where human life and death are involved, such as euthanasia, abortion, genes, genomes, and health care. These issues cluster roughly around five concepts: reproduction and birth, death, genetics, healthcare, and the role of the physician. We will examine these issues from as many sides as possible, weighing the reasons people have for believing them with a mind towards forming a well-supported position and creating a world in which we can all live. The course aims to develop moral wisdom and moral virtue.

19	0900170	Energy and the Environment	3 CH	PREREQ:	None
			3	0	

This course focuses on population growth, energy demand, energy renewable resources (solar energy, wind energy, photovoltaic energy, hydraulic energy, and bio-energy), non-renewable energy

resources (oil, coal, natural gas), nuclear energy, environmental impacts (global warming, ozone depletion, acidification, hazardous air pollution, indoor air pollution), life cycle assessment (LCA), green buildings, and LEED certified buildings.

20	0900171	Science and Society	3 CH	PREREQ:	None
			3	0	

This course focuses on the scientific and technological advances and their impact on society and social behavior. It is intended to highlight where science and technology and society meet. It explores the advances of science and technology and their impact on society and social behavior. It discusses approaches to analyzing social dimensions of recent advances in areas such as genetics, environment, and internet. The course explores how the practice and results of science – knowledge and technology – affect and is shaped by our social, cultural, economic, and political lives. Students can address the effects of science on society by conducting group projects that address the needs of local communities and the capacity to utilize scientific knowledge to promote the health and well-being of the individual, community and society. The course will be run primarily as group discussions with high expectations of student involvement.

21	0900180	Computer Skills	3 CH	PREREQ:	0900096
			1	0	

This course begins with procedural programming in C++. It then gradually introduces object-oriented programming features and the C++ language syntax that enables first-time programmers to use them. Specific topic coverage includes Data Types, Declarations, and Displays; Assignments and Interactive Input, Conversions, Selection; Repetition, Modularity Using Functions; Overloading; Arrays; Pointers; Strings as Character Arrays; Structure types; Introduction to classes; Class functions, and Inheritance and Composition; and I/O File Streams.

23	0900201	Sports (2)	3 CH	PREREQ:	0900101
			1	0	

This course is a continuation of Sports (1). If the student chooses the same sport he practiced in Sports (1), the course will focus on the advanced practical application of skills and strategies, international law, and health issues (nutrition, sport injuries, age-related illnesses) to improve the physical fitness of the student. If, on the other hand, the student chooses a sport he didn't take in Sports (1), it will be studied according to the description of Sports (1).

24	0900202	Sports (3)	3 CH	PREREQ:	0900201
			1	0	

This course is a continuation of Sports (2). The student has to choose a sport different from the sport he selected in Sports (1) and Sports (2).

25	0900210	Cultural Development (2)	3 CH	PREREQ:	0900110
			1	0	

This course is a continuation of Cultural Development (1). The same course description of Cultural Development (1) applies to this course, but a different topic has to be selected.

26	0900211	Cultural Development (3)	3 CH	PREREQ:	0900210
			1	0	

This course is a continuation of Cultural Development (2). The same course description of Cultural Development (1) applies to this course, but a different topic has to be selected.

II. Faculty Requirements: 21 Credit Hours

Compulsory Requirements: 21 Credit Hours

1	0903103	Mathematics for Business	3 CH	PREREQ:	None
			3	0	

This course introduces students to a selected range of fundamental concepts in mathematics that can be used in the context of business and enterprises. The course covers the topics of linear equations, quadratic functions, matrices and their wider applications in business, and differentiation. The course is delivered throughout lectures, classroom exercises and home works.

2	0502222	Business Research Methods	3 CH	PREREQ:	0903103/0903182
			3	0	

The course involves establishing objectives and gathering relevant information to obtain the answer to a business issue. It provides the theoretical and practical base for a straightforward research project. It covers the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. The course first emphasizes the research process and the importance of the literature review. It then focuses upon the appropriateness of specific research methods. Overall, this course equips students with the skills and expertise to develop and implement a research.

3	0501101	Principles of Accounting (1)	3 CH	PREREQ:	None
			3	0	

This course is designed to provide an understanding of how organizations collect, create and use accounting information, both to guide their own activities internally and to communicate with parties external to themselves. The course develops students' analytical skills through a problem-solving approach to accounting-related aspects of business control, planning and internal and external performance appraisal. In addition, the course introduces students to the International Financial Reporting Standards (IFRS) environment.

4	0502101	Principles of Management	3 CH	PREREQ:	None
			3	0	

This course is an introductory course examining the role of the manager in modern business. It covers different managerial styles and highlights the characteristics of effective management style. It also differentiates between different organizational structures and identifies environmental issues as they impact the managerial style. It also discusses the managerial roles with organizations in terms of planning, organizing, controlling and evaluating. Discuss and describe the leadership skills, motivation techniques, and effective teamwork.

5	0503101	Principles of Finance (1)	3 CH	PREREQ:	0501101
			3	0	

This course provides an overview of business financial management. Emphasis is on financial statement analysis, time value of money, management of cash flow, risk and return, and sources of financing. Upon completion, students should be able to interpret and apply the principles of financial management.

6	0504101	Principles of Marketing	3 CH	PREREQ:	None
			3	0	

The major emphasis of this course is on key concepts and issues underlying the modern practice of marketing. The role of marketing in the organization and in society is examined and analyzed. This course focuses on application of current theories and concepts in effectively marketing goods and services to define target customers from a domestic and global perspective. The course content includes marketing in a macro and micro context, the marketing concept, buyer behavior, and marketing organization, market research, identifying target customers, developing product offers, branding, pricing, marketing communications, and distribution channels. Marketing is critically examined from the perspective of the consumer, economy, technology, legal/political issues, and ethical/social responsibility.

7	0505101	Principles of Risk Management	3 CH	PREREQ:	None
			3	0	

This course provides students with a comprehensive understanding of the basic and primary concepts of Risk Management. This includes: the meaning of risk, types of risk, sources and causes of risk, and the risk management process. Ultimately, students are expected to be able to identify, assess, and utilize the most efficient and cost effective techniques to treat, manage and control risk. The course also draws on the **ISO31000** of Risk Management.

I. Department Requirements: 81 Credit Hours

Prereq:	3 CH		0502101
	0	3	Public Relation Management 0502141

The course offers a survey of the fundamental principles, tools and practices of the public relations profession in addition to the issues involved in designing and evaluating public relations programs to solve specific internal and external communication problems.

Prereq:	3 CH		0502101
	3	0	Organizational Behavior 0502212

This course focuses on introducing Behavioral Science concepts as applied to business and industry. Focus is on examining factors influencing the behavior of organizational members, the individual dimension — perception and personality, the group dimension — formal and informal groups and the organizational dimension — organizational structure, technology, and leadership. Finally, environmental issues are examined.

Prereq:	3 CH		0903103
	0	3	Operation Research 0502221

The course covers the definition of OR, its historical development, importance, and areas of application. Also covered are decision theory, decision matrix, decision tree, linear programming (LP), graphical method, simplex method, sensitivity theory, special cases in LP, transportation method, assignment method, network models, critical path method (CPM), and program evaluation and review technical (PERT).

Prereq:	3 CH			None
	0	3	Management Information System (MIS)	0502230

This course introduces the essentials of Management Information Systems, providing an overview of information systems and their applications in business organizations, managing the information resource in organizations, the use of information systems, and technical issues related to management in general.

Prereq:	3 CH			0503101
	0	3	Financial Management	0502241

This course provides an understanding of financial statements and the analytical tools available for use in properly managing and adding value to an organization. It focuses on analysis of financial and accounting information and its impact on financial decision-making and profit planning. The course offers a detailed coverage of financial institutions and strategies involved in their effective management.

Prereq:	3 CH			0502101
	0	3	Human Resource Management	0502311

This course focuses on presenting and discussing the various principles and concepts of Human Resources Management. It stresses the policies, programs and methods that have been developed and implemented successfully in the field. This course includes the discussion of the various functional activities of Human Resource Management such as planning, recruitment, selection, job analysis, performance appraisal, training and development, compensation, career planning and promotion, safety and health, and labor relations.

Prereq:	3 CH			None
	3	0	Business Communication Skills	0502312

The course includes the following subjects: communication concepts, grammar review, mechanics of writing, fundamentals of business writing, development of messages and nonverbal and oral communication.

Prereq:	3 CH			0502101
	3	0	Organizational Theory	0502313

The course exposes students to the evolution of organization theory and the contribution of different schools of thought to the development of classical and contemporary theoretical perspectives. The topics of bureaucracy, power and politics, organizational structures and technology, and emerging design options are extensively examined. The course also looks at the issues of information and control, organizational renewal and learning, techno-structural change and adaptive capacity of organizations. Case studies and actual examples from a range of firms are used to investigate the application of organization theory to management issues.

Prereq:	3 CH			None
	0	3	Business Law	0502314

This course reviews basic legal principles and sources of contract law and the background of law and legal theory. The following topics are covered in detail: formation of contracts, modifications, terminations, remedies, award law, pricing, patent, business organizations, company law, sales of goods, and transfer of ownership rights, employment and health and safety laws.

Prereq:	3 CH			0502221
	0	3	Production and Operational Management	0502321

This course contains the following subjects: introduction to production and operations management; operations analysis and decision making; forecasting, strategies and plans for operations; capacity planning for manufacturing and service companies; facility location planning; layout planning; production and process design; just-in-time systems; and job design, production operations standards, and work measurements.

Prereq:	3 CH			None
	0	3	Quantitative Methods in Management	0502324

This course reviews basic quantitative methods used in business decision-making. The major focus of the course is on decision-making under uncertainty and certainty. This course provides the fundamental quantitative knowledge necessary for managers to use the results of analyses to enhance the decision-making process. This course enhances students' ability to perform the quantitative analyses necessary, understand the usefulness and limitations of the methods, recognize situations where the methods can be applied beneficially and issues involved when utilizing the results of analyses.

Prereq:	3 CH			None
	0	3	System Analysis and Design	0502331

This course is an overview of systems development methodologies, modification, decision process and choices in business, and process development and reengineering methodology. Students are exposed to concepts in project management and information gathering techniques. The course emphasizes integration with users and user systems. It covers interpersonal skill development, operations and maintenance of the system, quality and decision theory, information theory, and practice.

Prereq:	3 CH			None
	3	0	E-Business	0502332

The course introduces e-business technology infrastructure. Topics include the Internet and World Wide Web, developing client-side and server-side web applications, web authoring tools, multimedia, transaction processing, search engines, and data mining. The basics of XHTML, XML, and scripting languages are discussed along with new technologies such as M-commerce and mobile agents.

Prereq:	3 CH			None
	0	3	Business Computer Applications	0502334

This course introduces the use of the computer in a business setting. Office applications, the use of the Internet, and searching online databases are introduced and discussed. Applications include word processing, spreadsheet, database and graphics programs. Students learn to use the applications to analyze and solve basic business problems.

Prereq:	3 CH			None
	0	3	Information Systems for Business	0502335

This course examines business information systems theory and business applications. Topics include components of life cycle, business information analysis, design and implementation.

Prereq:	3 CH				None
	3	0	Office Automation	0502336	

The course covers the following: the concept of office management, the nature of office management, importance of office organizing, office layout, physical office environment, written communication in the office, office automation, office forms, and office secretarial works in contemporary office.

Prereq:	3 CH				0502101
	0	3	Small Business Management	0502348	

The course includes the following: definition of small-business enterprise, its nature and importance; its characteristics; different approaches to studying it; services offered to support a small-business enterprise; government policy towards it; setting a plan of action and its routines; business incubators and their advantages and disadvantages; family small-business enterprises; and strategic planning for small-business enterprises.

Prereq:	3 CH				0502101
	3	0	Organizational Change and Social Development	0502411	

The course familiarizes the student with the principles, importance, and the main approaches to change management. It provides a review of the internal and external forces that call for organization change, and the contemporary challenges facing today's business managers. It also provides students with the necessary knowledge and skills to deal successfully with all forces and challenges that may face organization in their environments through individual and group discussion of real case studies.

Prereq:	3 CH				None
	0	3	Knowledge Management	0502412	

This course introduces the basic conceptualization of knowledge management, technologies for knowledge management, knowledge management systems, knowledge applications system, and the future of knowledge management.

Prereq:	3 CH				None
	3	0	Business Ethics and Social Responsibility	0502413	

This course sheds light on one of the most important contemporary topics in the field of business organizations management — the impact as well as the implications of the different strategies and decisions taken by business organizations managers on the various stakeholders of the organization, in addition to the general environmental factors, in terms of political, economic, social, as well as technological factors.

Prereq:	3 CH			0502101
	3	0	International Business Management	0502414

The course analyzes the international business environment, discusses the strategies and operations of multinational firms, international trade concepts, and the management of the various functional activities of the multinational firm.

Prereq:	3 CH			0502101
	0	3	Strategic Management	0502415

This course focuses on how to deal with the organization in a comprehensive manner to develop its strategies. It includes the recognition and analysis of external and internal environments. It also includes a comprehensive case analysis to train the student on strategic analysis and strategic decision making.

Prereq:	3 CH			0502101
	3	0	Total Quality Management	0502416

This course introduces the nature of total quality management, its formwork and historical evolution the course include the basic element of TQM such as leadership, customer satisfaction, employee involvement, continuous process improvement, supplies partnership and performance measures. The course also introduces the tools and technique total quality management.

Prereq:	3 CH			0502321
	0	3	Purchasing and Materials Management	0502422

This course offers a survey of the principles and techniques used in purchasing and materials management. It examines the following topics: recognition of materials needs, the acquisition process and the overall supply management issues and policies. Within these broader topics the course looks at techniques used in materials requirement planning, stock and inventory control, transportation, stores management, quality and quality assurance, JIT and TQM. The course also examines the purchasing and supply management processes and methods used by governments, non-profit and service organizations.

Prereq:	3 CH			0502101
	3	0	Hospitality Management	0502441

This course includes many subject such as organizing hotel services, food and beverages management, procurement, hotel and restaurant management, reservations and receptions, food and shelter, functional activities of management of hotels and motels, in addition to the various factors that affect the demand on these services at the micro and macro levels such as entertainment, and historical sites in any particular country.

Prereq:	3 CH			0502101
	3	0	Contemporary Management Issues	0502442

This is an advanced course in management. It offers a more thorough examination of selected topics. The course instructor selects topics keeping in view students' interests and the availability of teaching materials and resources. In general, an attempt is made to include topics that have

received little attention in other management courses or topics in new areas that are not covered in the prescribed syllabus. The choice of topics is expected to vary from semester to semester.

Prereq	3 CH		0502101
0	3	Project Management	0502443

The course develops an understanding of the way companies handle and manage their projects. In particular, the course discusses the importance of deriving clear concepts of the project definition and project scope. Other topics discussed are the importance of the project management team, planning and implementing the practical tools and techniques required for the project, managing finances and resources and quality control.

Prereq	3 CH		Completion of 90 Cr. Hrs.
0	3	Practical Training	0502491

Practical training enables students to practice learned theories and concepts within a business organization. Students from any business discipline undergo a training that is closely monitored by an instructor and the management/supervisor of the organization to ensure that the student cultivates the sound professional attitudes and ethics needed in the workplace.

Prereq:	3 CH		Department Approval
0	3	Graduation Project	0502492

This course involves a dissertation carried out by graduating students in partial fulfillment of the BSc in Management. The course is designed to train students to undertake scientific research and bridge the gap between theory and practice in management. Students choose an appropriate research project, justify it, develop it, develop their research methodology and analyze, synthesize and evaluate information, then communicate significant knowledge and understanding. The research should be related to the program. An academic advisor is assigned to advise the students at various stages of the project.

C. Ancillary Requirements: 15 Credit Hours

			3 CH	PREREQ:	None
1	0500101	Microeconomics	3	0	

This is an introductory course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts and analysis, supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and economics of developing countries.

			3 CH	PREREQ:	0500101
2	0500102	Macroeconomics	3	0	

Provide an examination of the scope and method of economic analysis. This course also includes topics such as economic resources, monetary system, income determination, and economic growth and stability. Macroeconomics deals with the effects of government policies on income, output, and employment. Specifically, Macroeconomics is concerned with Fiscal and Monetary policies which effect unemployment, inflation, and the business cycle.

			3 CH	PREREQ:	None
3	0504226	Marketing Management	3	0	504101

Marketing management takes an analytical approach to the study of marketing problems of business firms and other types of organizations. Attention focuses on the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort. This course is also concerned with practicing the various functions of management science in managing the marketing activities to achieve the organization's strategic objectives.

			3 CH	PREREQ:	0502101
4	0502413	Business Ethics and Social Responsibility	3	0	

There are four broad educational objectives for this course. First, to identify the ethical dimensions of business practice with special emphasis on the role of the large corporations. Second, ethical theory which is necessary to conduct an ethical inquiry into a problem in order to reach to an ethically justifiable resolution. Third, theory and practice will be brought together by studying the ethical dimensions of business relationships with employees, consumers, government, the environment, the law, and society as a whole. Fourth, special emphasis will be placed on learning to express one's thoughts on these matters in a clear and arguable manner.

			3 CH	PREREQ:	0903103
5	0903182	Statistics for Business	3	0	

In this course, the students are focused on the tools and methods for effective use of data in problem solving and making management decision. It emphasizes data management and proper ways to communicate the findings in an executive manner. This course covers

probability, decision analysis, continuous distributions, hypothesis testing, ANOVA, correlation and simple linear regression. Exercises and examples are drawn from marketing, finance, and operations management.

0503420	Managerial Economics	3 CH 3	PRERE Q:	0500101
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An overview of the fundamental concepts in microeconomics as they apply to managers in a global environment, the course covers the use of quantitative and computer applications to determine optimal levels of output, resource usage and capacity planning, application of appropriate decision-making models, and mathematical tools for optimal business decisions