

Academic Programs Booklet

College of Business Administration

2021



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College of Business Administration

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- PH.D. IN BUSINESS ANALYTICS** ERROR! BOOKMARK NOT DEFINED.
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College of Business Administration

List of Postgraduate Programs

- 1- Master of Business Administration - MBA
- 2- M.Sc. in Human Resource Management
- 3- **Ph.D. in Business Analytics**

List of College Requirement Courses

Ph.D. in Business Analytics

Program Components

Course Type	CRD
General Requirement (GR)	9
Track Requirement (TR)	12
Thesis Proposal (THP)	9
Thesis Research (THR)	45
Total Credit (CRD)	75

Detailed Study Plan

Semester 0*

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
QM701	Big Data Applications and Analytics	3	0	0	Study	-	-
QM702	Artificial Intelligence	3	0	0	Study	-	-
QM703	Machine Learning	3	0	0	Study	-	-

*** A Compulsory Required Semester for all Students.**

- Semester 0: Foundation (3 Courses – no credit)
- Students must earn a grade of at least a **B** in their three foundation courses to obtain a “pass” grade and join the program.

Year 1 - Semester 1

Course Code	Course Title	Course Hours			Course Type	Pre requisite	Major GPA
		LEC	PRAC	CRD			
BUS790	Data Science for Business Research	3	0	3	Study	--	-
BUS791	Research Methodologies	3	0	3	Study	-	-
BUS792	Applied Business Analytics	3	0	3	Study	-	-

Year 1 - Semester 2

(Track Requirement)

Management	Marketing	Finance	Islamic Finance	Accounting
MGT793: Selected Topics in Management	MKT793: Selected Topics in Marketing	FIN793: Selected Topics in Finance	SBF793: Selected Topics in Islamic Finance	ACC793: Selected Topics in Accounting
MGT794: Seminar in Management	MGT794: Seminar in Marketing	FIN794: Seminar in Finance	SBF794: Seminar in Islamic Finance	ACC794: Seminar in Accounting
MGT795: Research Paradigms in Management	MKT795: Research Paradigms in Marketing	FIN795: Research Paradigms in Finance	SBF795: Research Paradigms in Islamic Finance	ACC795: Research Paradigms in Accounting
MGT796: Applied Research in Management	MKT796: Applied Research in Marketing	FIN796: Applied Research in Finance	SBF796: Applied Research in Islamic Finance	ACC796: Applied Research in Accounting

Year 2 - Semester 3

Thesis proposal (Semester 3)				
Management	Marketing	Finance	Islamic Finance	Accounting
MGT797: Thesis proposal in Management	MKT797: Thesis proposal in Marketing	FIN797: Thesis proposal in Finance	SBF797: Thesis proposal in Islamic Finance	MGT797: Thesis proposal in Accounting

Year 2 - Semester 4

Thesis (Semester 4-8)				
Management	Marketing	Finance	Islamic Finance	Accounting
MGT798: PhD Thesis in Management	MKT798: PhD Thesis in Marketing	FIN798: PhD Thesis in Finance	SBF798: PhD Thesis in Islamic Finance	MGT798: PhD Thesis in Accounting

Course Description

Core Requirement Courses Descriptions

QM701: Big Data Applications and Analytics - (No credit)

Big data systems and data analysis; the emerging technologies; software and tools; the current and the future role of big data; role of the cloud in big data; information management and analytics in organizations; deployment and maintenance of these technologies; evaluation of the deployment.

QM702: Artificial Intelligence - (No credit)

Artificial intelligence (AI); Intelligent techniques; intelligent agents; expert systems; heuristics; metaheuristics; genetic algorithms; neural networks; fuzzy logic; applications of AI in business.

QM703: Machine Learning - (No credit)

Machine Learning, Applications of Machine Learning, Supervised vs Unsupervised Learning, Python libraries, K-Nearest Neighbour, Decision Trees, Logistic Regression, Support Vector Machines, Model Evaluation, K-Means Clustering, Hierarchical Clustering, Density-Based Clustering.

BUS790: Data Science for Business Research (3 credits)

Presents recent development in data science techniques and their applications in current business research. Topics include causal inference with machine learning, text as data, and network analysis. The course demonstrates the importance and opportunities of combining new data sources and data analytics methodologies to generate business insights.

BUS791: Research Methodologies (3 credits)

This course aims to develop students' knowledge and understanding of the role and conduct of quantitative research methods in planning. Intellectual and methodological debates will be discussed to assist students to develop informed opinions and a critical appreciation for other's research. The imperative for ethical research practice will be presented. The course equips students with the skills to review and conduct methodologically sound research. Students will be equipped with the knowledge and ability to undertake original research projects and develop a set of transferable workplace skills.

BUS792: Applied Business Analytics (3 credits)

Applied Business Analytics is a core and central stream in data mining, machine learning, operations research, and management science. This course presents modeling techniques in optimization and data analytics, focusing on problem formulations and solutions in applying data-intensive optimization techniques for research and application problems in a sufficiently broad domain.

MGT793/MKT793/FIN793/ACC793: Selected Topics in (Management/Marketing/Finance/Islamic Finance/Accounting) - (3 credits)

In this seminar course, student engage in an in-depth exploration in (Management/Marketing/Finance/Islamic Finance/Accounting) topics. This course is designed to help students understand, present, and analyse empirical research issues. The empirical research examined will include classic papers to provide insight into the underlying foundations of the research stream as well as more recent papers to provide insight into contemporary issues. In general, each class period will focus on a discussion of three or four research articles.

MGT794/MKT794/FIN794/ACC794: Seminar in (Management/Marketing/Finance/Islamic Finance/Accounting) - (3 credits)

Advanced study of the theoretical issues and quantitative techniques in (Management/Marketing/Finance/Islamic Finance/Accounting). The research seminar presents new research on analytics applied to (Management/Marketing/Finance/Islamic Finance/Accounting) issues.

MGT795/MKT795/FIN795/ACC795: Research Paradigms in (Management/Marketing/Finance/Islamic Finance/Accounting) - (3 credits)

A doctoral Seminar with three objectives: to familiarize first year doctoral students with various paradigms in (Management/Marketing/Finance/Islamic Finance/Accounting) research, providing students with an overview of the state of research in each field of interest to our faculty, and the important research questions being actively pursued in these fields; to offer our faculty the opportunity to inform the students of their own specific research interests and describe the projects on which they are currently working; and to assist students in the selection of an area in which to undertake a research thesis jointly with a faculty member.

MGT796/MKT796/FIN796/ACC796: Applied Research in (Management/Marketing/Finance/Islamic Finance/Accounting) - (3 credits)

Course covers strategies on how to translate (Management/Marketing/Finance/Islamic Finance/Accounting) problems into solvable research problems. It includes primary topics in analytics, using Python, R, and other programs.

MGT797/MKT797/FIN797/ACC797: Thesis proposal in (Management/Marketing/Finance/Islamic Finance/Accounting) - (9 credits)

Principles and practices for research-based writing in the development of a doctoral thesis. Students will learn to identify and put into practice fundamental concepts concerning style and purpose specific to the genre and will integrate and optimize writing and research processes specific to the discipline. The course covers applications of grant writing skills to develop and submit a proposal. As well as the writing and submitting of manuscripts for journal articles and book series. One of the main course outcomes is the design and development of thesis proposal.

MGT798/MKT798/FIN798/ACC798: PhD Thesis in (Management/Marketing/Finance/Islamic Finance/Accounting) - (45 credits)

Doctoral thesis credit.