

PHD Course Descriptions

BUS 547 - Sales Management

3

Credits

This course critically reviews the issues, theories, concepts, and practices of sales management and how they relate to the marketing strategy of the business firm. It emphasizes the formation, organization, evaluation, and control of a strategic sales program and how it links to the overall marketing strategy of the firm. Case studies and simulation games are among the teaching tools used in the course. Prerequisite: BUS 541.

BUS 601 - Behavioral Science Foundations

3

Credits

The emphasis of this course is on the foundations of scientific inquiry into the behavioral sciences such as psychology, anthropology, and sociology. Particular attention is given to current research methods and theory development and their applications in the social sciences especially in the field of business administration and its related fields. The course reviews various schools of thought underlying the behavioral sciences especially theories of individual and group behavior in organizations, discusses and evaluates empirical studies, and provides a forum to understanding the emerging trends in the behavioral sciences.

BUS 698 – Seminar in Advanced Research Design

3

Credits

This course discusses advanced research techniques and designs and their applications to business problems, and contributes to developing the student's skills in preparing the dissertation proposal. The course objectives include developing the student's ability to: 1) acquire advanced research techniques in business administration, 2) identify a research area of interest, 3) conduct a literature review, 4) form research questions and operational hypotheses, 5) develop a research design, and 6) delineate a data analysis and interpretation plan. Prerequisite: BUS 598 and passing all courses of the first two years successfully.

MGT 611 - Organizational Theory

3 Credits

The course centers on both psychological and sociological approaches to analyzing organizations, and emphasizes issues usually considered to be at the macro level of analysis such as organizational environment, structure, technology, power, as well as effectiveness. A critical review and analysis of contemporary theory and research on organization structure, process, and performance are conducted. In addition, topics related to reorganization and inter-organizational relationships are discussed. Opportunities are provided to the student to develop the necessary diagnostic and research skills required in organization studies. Prerequisite: BUS 601

MGT 612 - Organizational Change and Development

3 Credits

This course discusses assumptions, rationale, and theories of organizational change and development. The objective of the course is to enable students to study how organizations change and how managers direct the change process, and to identify the major factors involved in organizational change. The course illustrates the major techniques of organizational development, evaluates the effectiveness of organizational development programs, and discusses the potential cultural barriers to effective implementation of organizational development program. Prerequisite: MGT 611.

MGT 613 - Individual and Group Behavior in Organizations

3

Credits

The emphasis of this course is on individual behavior and group dynamics within organization. The behavior of individuals and groups are examined from the perspective of established theories and up-to-date research findings. The main objectives of the course are to help students: 1) understand and formulate research problems related to individual and group behaviors within organizational contexts, 2) design research, 3) collect and analyze data, and 4) critique current theories and research methods. Prerequisite: BUS 601.

MGT 614 - Human Resource Development

3

Credits

This course presents the behavioral concepts and organization practices related to training and developing human resources. Emphasis is placed on students' critical assessment of theories and current research in the areas of learning theory, training needs, performance appraisal, training methods and effectiveness, and career paths. Students are encouraged to have their own assessment of a chosen topic in human resource training and development. Such assessments should provide the basis for class presentation and discussion. Prerequisite: BUS 512.

MGT 615 - Human Resources Planning

3 Credits

This course focuses on the methodologies of preparing, executing, and evaluating human resource plans at the micro and macro levels. The course investigates the nature and dynamics of the relationship between human resource planning at these two levels. Special attention is given to the process of Saudization, labor market segmentation and analysis, and forecasting supply and demand of human resources in order to identify and deal with the deficit and surplus of human resources. The use of quantitative methods in modeling and forecasting of human resource needs is emphasized. Both research and theory in this field is critically assessed. Prerequisite: BUS 512.

MGT 616 - Seminar in Organizational Behavior & Human Resource Management 3

Credits

This course is a critical study of current research problems and trends in OB and HRM. The main objective of this seminar is to examine theoretical statements of individual, group, and organization behavior and their implications to human resource management. Topics in this seminar include (but not limited to): social learning, individual motivation, attitudes toward work, group structure and behavior, influence processes, power and authority, leadership, industrial relations, work and organization design, conflict management, change management, and environmental, organizational, and individual challenges that face human resource management. Prerequisite: BUS 512 and BUS 601.

MGT 617 - Leadership in Organizations

3 Credits

This course discusses several approaches to study leadership. It aims at showing the richness and complexity of the leadership theory and research. The course demonstrates the development of knowledge concerning leadership phenomena, and identifies the contribution of the trait, behavioral, contingency and neocharismatic paradigms and the result of empirical research on prevailing theories. Development of focused research problems, theory building, hypotheses formulations, research design and observation in leadership will be emphasized. Prerequisite: BUS 601.

MGT 618 - Human Resource Information Systems

3

Credits

This course sheds light on the development, implementation, and management of computerized personnel information systems and their use in human resource management. Theories and concepts relevant to the design and implementation of such systems are discussed and used as the framework for application. The course focuses on two relevant issues: (1) the hardware and software applications that help managers make human resource decisions, and the management of security and privacy issues related to human resource information systems. Prerequisite: BUS 512.

MGT 619 - Compensation Management

3 Credits

This course provides an examination of compensation (salary, wages and fringe benefits) from three points of view: theoretical, empirical, and applied. Course material includes an examination of the current research relating compensation to motivation, satisfaction, and performance. Topics related to designing compensation systems, rewarding performance, and designing and administering benefits are discussed theoretically and practically. Contemporary compensation practices and future directions are considered. Prerequisite: BUS 512.

MGT 620 - Strategic Planning

3

Credits

This course discusses the process of strategic planning in large, complex organizations and focuses on the structuring of a strategic planning and control process. Research is reviewed with regard to corporate objectives, evaluation of corporate strengths and weaknesses, the design of corporate planning systems, and corporate modeling. Management will be evaluated, including study of environmental scanning and incorporation of critical external factors in the planning process. Also, emphasis is placed on implementation of strategy and the mechanics of planning and control.

MGT 621 - Seminar in Organization Behavior

3 Credits

The purpose of this course is to help students understand current research areas, identify research topics, formulate researchable problems in this field, and choose the appropriate research methods. It also encourages students to evaluate behavioral research and determine how well behavioral theories describe or explain real practices in organizations. Students participate in the critique of the methods used in outstanding current research, and in evaluating it in terms of underlying theory, hypotheses, measurements, data analysis, hypotheses testing, findings, and interpretation. Prerequisite: MGT 613.

MGT 622 - Seminar in Human Resource Management

3 Credits

This course focuses on contemporary research on human resource management as it relates to theories in organizational studies, sociology, and labor economics. The course analyzes these issues from both individual and organizational level of analysis. Current research subjects in HRM are thoroughly discussed. Each subject is analyzed using theories from various disciplines including sociology, labor economics, anthropology, social psychology in addition to organization behavior. The research methodologies followed in the development of underlying subjects are investigated. Prerequisite: MGT 614 or MGT 615.

MGT 623 - Total Quality Management

3 Credits

The course provides a comprehensive coverage of total quality management emphasizing the principles and practices of TQM, such as customer satisfaction, employee involvement, continuous improvement, supplier partnership, and performance measure, as well as the tools and techniques, such as statistical process control, quality systems, benchmarking,

quality function deployment, experimental design, Tagushi's quality engineering, failure mode and effect analysis. The student analyzes and evaluates research studies conducted in this field.

MGT 624 - Decision Making Theory
Credits

3

The purpose of this course is to analyze and critique research and theory on decision making around its three main streams: (1) descriptive – the use of decision theory to describe behavior, (2) normative - the use of the axiomatic theory to select axioms, and (3) prescriptive – the use of corrective techniques to improve decision making. Concepts, such as rational choice, expected utilities, and Bayes's theorem will be discussed. The course provides a comprehensive discussion of scientific inquiries and research in decision-making.

FIN 601 - Financial Research Methods

3 Credits

This course aims broadly at applying econometric techniques to capital market analysis. It covers fundamental statistical knowledge, and econometric methods that have direct bearing on financial research. The topics include ordinary least squares (OLS), violations of the linear model (heteroscedasticity, multicollinearity, and autocorrelation), stepwise regression, weighted least square (WLS), and seemingly unrelated regression (SUR), and regression on dummy variables (dummy independent variables, dummy dependent variables).
Prerequisite: QUA 502.

FIN 611 - Seminar in Corporate Finance

3 Credits

This course aims at introducing the students to academic research in corporate finance. The emphasis is on theoretical research that studies the firm's choice of its capital structure and dividend policy in settings characterized by moral hazard and asymmetric information. Other areas covered in this course include, corporate control contests, mergers and acquisitions, initial public offerings, financial distress, and security design. The student analyzes and evaluates research studies conducted in this field. Prerequisite: BUS 521, BUS 525.

FIN 612 - Seminar in Investment

3 Credits

The objective of this course is to study, analyze, and evaluate the theoretical and empirical work on investment analysis, asset pricing, and portfolio management. Topics include financial market micro-structure, market efficiency and documented anomalies, time-series properties of asset returns and cross-sectional properties of asset returns implied by equilibrium asset pricing models, such as CAPM, APT, other factor models and consumption-based asset pricing. Prerequisite: BUS 523.

FIN 613 - Financial Institutions and Markets
Credits

3

This course focuses on both the theoretical and empirical aspects of financial institutions and markets. Topics include contemporary development in the theory of intermediation, risk management in the financial markets and the economic effects of financial intermediation. The course also gives special emphasis to the study of sources and measurement of risk exposure and credit risk measurement. The interest rate theory and term structure of interest rates are also covered. Analysis and critique of research studies are part of student assignments. Prerequisite: BUS 524.

FIN 614 - Financial Derivatives and Risk

3 Credits

The course explores different aspects of financial risk management using derivatives including futures, swaps, and option contracts. Emphasis is given to pricing models including arbitrage pricing theory, risk-neutral valuation, and the pricing models since Black- Scholes

model for stock options. Topics Include futures and swap pricing, American- type option pricing, hedging and speculation using derivatives, dynamic hedging strategies and portfolio insurance. Students Analyze and evaluate research studies conducted in this field. Prerequisite: BUS 523.

FIN 615 - Empirical Research in Finance

3 Credits

Unlike the theoretically-oriented finance courses in this program, this course aims to provide a survey of empirical research in finance. Focus will be on learning and interpreting results of previous studies to enable students to pursue their own research. This involves a combination of financial and econometric theories. Topics that may be covered include the behavior of asset returns, market efficiency, testing of asset pricing models, and testing of contingent claims models. Prerequisite: FIN 601, FIN 611.

FIN 616 - Current Issues in Finance

3

Credits

This course provides continuous update of the finance program curriculum. It reviews the evolving topics in the finance literature, and the ongoing research within the boundaries of corporate finance, investments, derivatives and asset pricing. Special attention is given to an overview of finance in the global marketplace and the growing role of social and institutional activism. Topics may vary from semester to semester according to the issues of importance at the time and according to the instructor. Prerequisite: FIN 611, FIN 612.

FIN 617 - Seminar in Financial Control

3 Credits

This course involves thorough review of financial control measures. It involves integrative framework of business strategy and financial controls employed to implement the strategy. It specifically involves in-depth analysis of the interaction between the operating policies of a corporation and its financial decision making strategy. Topics covered include the tools of financial decision making, project analysis and valuation, corporate acquisition policies, the financial impact of marketing and expansion strategies, and measures of performance of divisions, business units, and segments in the absence of market-based measures. Students prepare and present their analyses and evaluation of the studies published in this field.

FIN 618 - Seminar in Portfolio Management

3

Credits

The course covers the theoretical underpinnings as a basis for a better understanding of its relevance in managing portfolios. Earlier theories and concepts are covered in detail as well as the empirical and practical issues emerged from their application. The topics include portfolio theory and capital market theory as well as portfolio construction and management, assets allocation from strategic and tactical perspectives, use of derivatives, portfolio management, and portfolio evaluation. Student participate in the seminar through the analysis and critique of research conducted in this field. Prerequisite: BUS 523.

FIN 619 - Business Valuation

3

Credits

This course is a guide for business valuation. The course is intended to represent a link between strategy and finance. The topics include valuation of business options such as leverage buyouts, hostile takeovers, privatizations, restructuring, recapitalization, share repurchases, and valuation of closely held firms. The impact of privatization and necessity of capital efficiency in the face of international competition is also covered in this course. Students are involved in research assignments.

FIN 620 - International Finance

3 Credits

This course examines several advanced topics in international finance. The topics include theoretical models of determination of spot exchange rates as well as econometric tests of the models. The relation of forward rates to expected future spot rates and the nature of risk premiums in international asset pricing models are considered. Other topics covered include current developments relating to specific finance and international monetary problems, exchange risk management, foreign investment and trade financing, international capital markets integration and segmentation, and international financial systems.

MKT 611 – Advanced Consumer Behavior 3
Credits

This course discusses the development of consumer behavior research, theories, and models, and evaluates this development from theoretical as well as practical perspectives. The course includes several readings and the student will be engaged in library research and class discussions presenting his critique of the state of the art and forming a position with regard to the topics discussed. Prerequisite: BUS 541.

MKT 612 – Advanced Strategic Marketing 3
Credits

This course discusses the development of strategic marketing thought, its relation to strategic management thought, and the latest findings in this field. It examines and critique the theories, concepts, and tools that have been developed in the field of strategic marketing planning and how the tools are used in preparing, implementing, and evaluating an integrated strategic marketing plan. Students develop research and analysis skills in this field through research and class presentations. Prerequisite: BUS 541.

MKT 613 - Seminar in Marketing Research 3
Credits

The purpose of this seminar is to expand the student's knowledge and skills beyond the mechanics of marketing research techniques and intelligence. This includes the application of research techniques to specific marketing problems such as new product introduction and advertising research. The student should be extensively trained to use advanced statistical applications in the areas of experimentation and multivariate analysis. During the course, the student is required to conduct case analyses and research projects. Prerequisites: BUS 541, STA 534, STA 554.

MKT 614 - Seminar in Marketing Theory I 3 Credits

This seminar addresses issues pertaining to theory development and testing in social research, deductive and inductive theory construction, models and modeling, the structuring of inquiry, conceptualization, and measurement methods, which helps the student in preparing his dissertation proposal. The student is required to conduct theoretically-grounded marketing studies and discuss them in class. Prerequisite: BUS 698.

MKT 615 - Seminar in Marketing Theory II 3 Credits

This seminar discusses the historical development of marketing thought and examines the contributions of early writers, which led to the establishment of marketing as an independent discipline. It considers the literature on modern marketing philosophy and its state of the art according to contemporary writers and researchers. The seminar includes several readings, which are analyzed, critiqued, and presented in class by the students. Prerequisites: BUS 541, BUS 598, and MKT 614.

MKT 616 - Current Issues in Marketing Management 3 Credits

The main objective of this course is to discuss, analyze, and critique current marketing issues and problems, and to review emerging marketing studies in all marketing fields. The course gives special attention to global marketing issues and how modern and emerging marketing techniques and tools can be applied to the Saudi environment. Topics may vary from semester to semester according to the issues of importance at the time and according to the instructor. Prerequisite: BUS 541.

MKT 617 – Advanced Product Management 3
Credits

This course provides the student with the specialized knowledge, analysis, and assessment skills needed for product management. This includes the learning of how strategic product decisions are made and the use of the tools and techniques available in this field. Student assignments include product research reviews and critique. Case analysis and field experimentation are among the teaching techniques used. Prerequisites: BUS 541, STA 534, STA 554.

MKT 618 – Advanced Marketing Communications Strategy 3
Credits

The course discusses communication theories and their applications to marketing. It focuses on the review and critique of studies related to the behavioral foundations of marketing communications, diffusion of innovations, persuasive communications, response-to-advertising models, positioning strategies, advertising effectiveness, message appeal, media strategies, and other recent trends in marketing communications research. Students review and discuss research conducted in this field. Prerequisites: BUS 541, BUS 601.

MKT 619 – Advanced Marketing Channels Strategy 3
Credits

The main objective of this course is to study and integrate the theories and practices of marketing channels and their management. The emphasis is placed on the literature (both classic and current) related to such topics as channel structure and design, channel management, channel behavioral aspects (power, control, and conflict), appraisal and evaluation of the marketing channels, and local and international environments of marketing channels. Advanced Readings, discussion format, and library research assignments are utilized. Prerequisite: BUS 541.

MKT 620 - Seminar in Global Marketing 3 Credits

The main objective of the course is to discuss, analyze, and critique research pertaining to global marketing activities. Topics include theories of foreign trade, international marketing strategies, and international marketing research and information systems. In addition, the course discusses a number of contemporary issues such as standardization versus adaptation, cultural, social, competitive, economic, legislative, and political factors influencing global marketing, non-traditional exports and the impact of the World Trade Organization on the economies of developing countries, with a particular reference to Saudi Arabia. Prerequisite: BUS 541.

STAT 531 –Analysis of Variance 3 Credits

The topics discussed in this course include: Analysis of Variance for one-way, two-way and higher-way classification models; Analysis of standard designs and factorial experiments; Multiple comparisons, orthogonal contrasts and regression; Analysis using concomitant information; Some consideration of non-orthogonal data.

STAT 533 –Regression Analysis

3 Credits

The topics discussed in this course include: Simple linear regression; Multiple regression; Model selection; Residual analysis; Influence diagnostics; Multicollinearity; ANOVA and regression; Generalized linear models; Nonlinear regression .

STAT 534 –Design of Experiments

3 Credits

The topics discussed in this course include: Basic principles; Completely randomized and randomized complete block designs; Latin square designs; Factorial experiments; Confounding and fractional replications; Grouping of experimental units and stratification of variance; Split-unit designs, non orthogonal design, cross-over designs, response-surface designs.

STAT 536 –Nonparametric Statistics

3

Credits

The topics discussed in this course include: Classes of distributions; Free statistics; Linear rank statistics and their applications to location, scale and location-and-scale problems; One-, two-, and multiple sample problems; Nonparametric estimations; Asymptotic relative efficiency of nonparametric statistics; Asymptotic distributions; Goodness-of-fit tests.

STAT 554 –Applied Multivariate Analysis

3 Credits

The topics discussed in this course include: The multivariate normal distribution; Estimation of the mean vector and the covariance matrix; The distribution of the sample covariance matrix and the sample generalized variance; Techniques for analyzing multivariate data; Emphasis on MANOVA and tests on the structure of the dispersion matrix; More topics such as discriminant, factor, profile, and cluster analyses.

STAT 577 – Applied Time Series Analysis

3 Credits

The topics discussed in this course include: Stochastic times series models (ARIMA, SARIMA, VARIMA, VSARIMA); Fourier analysis and spectral theory of time series; Time series model building in the time domain and in the frequency domain; Forecasting using stochastic time series models, transfer function, state space approach and the computer packages RATS, SAS-ETS, MATLAB and TSP; Case studies and recent literature.

ACC 531 – Seminar in Managerial Accounting

3 Credits

The purpose of this course is to provide an in-depth understanding of managerial accounting in organizations. Emphasis is on accounting information and how to use it effectively in performing management functions. The course provides an opportunity to review the nature of the planning, control, and decision making functions. The major topics of the course include: Accounting information and human behavior; Information for tactical forecasting and decision making; Information for production and control; Information for planning and evaluation.

ECON 501 – Microeconomic Theory

3

Credits

The topics discussed in this course include: Advanced Consumer theory; Advanced Theory of the Firm; Production and Cost Functions; The Market Theory; The Factor Market; General Equilibrium and Welfare. Prerequisite: ECON 201.

ECON 502 – Macroeconomic Theory

3

Credits

The topics discussed in this course include: Consumption Theories; Investment Theories;

The Money Market; Inflation, Productivity and Philip's Curve; Rational Expectations Models; Economic Growth Models. Prerequisite: ECON 202.

ECON 540 – Mathematical Economics

3 Credits

The topics discussed in this course include: Revealed Preference and Consumer Theory; Production Functions, Monopoly and Monopsony, Oligopoly; Linear Programming and Input-Output Models; Pareto Optimality, Monopolies, Intertemporal Optimization; Optimal Accumulation of Capital, Optimal Growth; Turnpike Theorems; Capital Models with Non-Homogenous Capital Goods. Prerequisite: ECON 345.

ECON 541 –Econometrics

3 Credits

The topics discussed in this course include: Advanced Treatment of the General Linear Model and Estimation Problems; Stochastic Regression; Lagged Variables; Specialized Topics (Dummy Variables, Non-Linear Regression, Times Series Models); Simultaneous Equation Models; Analysis and Use of Econometric Models. Prerequisite: ECON 445.

ECON 581 –Labor Economics

3

Credits

The topics discussed in this course include: Labor Demand Theories; Labor Supply Theories; Planning and Development of the Labor Force; Labor Mobility; Wage Determination and Wage Differentials; Government Policies and the Labor Market. Prerequisite: ECON 485.

PSY 560 –Advanced Social Psychology

3 Credits

The course covers psychological theories that explain the basics of mutual influence between individual and society and the role theory in social behavior, the concept of self-identity, prejudice and biasing. The course also includes review of applied research studies in social psychology.

PSY 561 –The Psychology of Small Groups

3

Credits

The course introduces students to the nature of small groups in terms of formation, continuing, cohesiveness, and dissolve. The course also explains group dynamics and their effectiveness, conflicts and challenges and how they influence individuals and the role of group leadership in enhancing group productivity at work environment.

PSY 562 –The Psychology of Propaganda and Public Opinion

3 Credits

The aim of the course is to introduce students to basic principles of the different types and characteristics of propaganda and public opinion to familiarize students with the development of collective thinking of society members and among distinct groups. Students also get the knowledge of methods of influencing individuals and groups, and the styles and characteristics of messages directed to society members and strata.