

Entrepreneurship Course Description

BUSM10000 - Management Lectures I

An introduction to a survey of the field of management. Exposure to the different functional areas of management will be stressed. Focus will be on the individual development of the students in regard not only to future professional employment but also to his or her educational planning.

BUSM10100 - Intro to Business

An introduction to the internal operations and external environment of contemporary business. Consideration is also given to the social economic role of business in our society. The basic business functions and role of management are also discussed.

ENGL10400 - English Composition I

Emphasis on the organization of the expository theme. Directed writings of themes based on personal experience, on the relationship between experience and language, and on the relationship between experience and ideas.

MA15300 - Algebra and Trigonometry I

NOT open to students with credit in MA 14700 or 14800. MA 15300 is College Algebra. The content of MA 15300 and 15400 is similar to Algebra And Trigonometry The pace and emphasis is directed to students who do not intend to take MA 16300. MA 15300 is College Algebra.

ENTR10000 - Introduction to Entrepreneurship

Basic business skills are surveyed and case studies of successful entrepreneurs will be studied to develop a broad understanding of this important force in the economy. Guest speakers and selected readings will introduce the student to the scope of opportunities that exist for entrepreneurs.

ISM10200 - Computer Utilization for Management

An introduction to computer application software with an emphasis on use within the management area. Topics include word processing, spreadsheets, presentations, and databases, with applications targeted specifically for marketing, finance, human resource, accounting and economics.



COM11400 - Fundamentals of Speech Communication

A study of communication theories as applied to speech; practical communicative experiences ranging from interpersonal communication and small group process through discussion to speaking in standard speaker-audience setting.

ENGL10500 - English Composition II

The second half of the basic composition sequence. Emphasis on the logical and rhetorical problems involved in writing discursive essays. Directed writing of themes based largely on reading of discursive prose and imaginative literature. Normally to be taken immediately following ENGL 10400 in the freshman year.

ENTR 25000 - Opportunity Identification.

The Technology Commercialization Course is designed to help students to identify, evaluate, and develop commercialization plans. The course focuses on four themes:

- 1) The source, discovery, and evaluation of technological opportunities
- 2) The process of organizing, innovation to produce new technology that satisfies the needs of customers.
- 3) The different mechanisms available to appropriate the returns from the exploitation of technological opportunities.
- 4) The evaluation of whether opportunities are appropriate for independent entrepreneurs or large firms.

BUSM22500 - Fundamental Managerial Statistics

The foundation for statistical decision-making. Topics include: probability theory, descriptive statistics, estimation, and statistical inference with managerial applications.

ECON25100 - Microeconomics

Microeconomics studies the choices individuals make and the incentives that influence those choices. Emphasis is on the incentives that determine market prices and resource allocation. The role of public policy in influencing incentives and efficiency is also addressed.

ACC20000 - Introductory Accounting

An examination of the system by which accounting data is gathered from economic events, Preparation and use of financial statements.



ACC20100 - Management Accounting I

An introduction to management's internal use of accounting information for decision making, production management, product costing, motivating and evaluating performance and budgeting.

FIN31000 - Financial Management

Management of the financial affairs of the industrial enterprise. Working capital management, current assessment, capital budgeting, stock and bond valuation, and capital structure decisions.

OBHR22100 - Principles of Management

The fundamentals of organizing a business to succeed. The planning, organization, directing and controlling of business activities in the organizational plan to combine and allocate resources to meet expressed goals are the focus of this course.

PHIL12000 - Critical Thinking

Course designed to develop reasoning skills and analytic abilities, based on an understanding of the rules or forms as well as the content of good reasoning. The course will cover moral, legal, and scientific reason, in addition to ordinary problem solving.

ENTR42000 - Business Plan Development

The components of a business plan are analyzed. The focus is on the research, preparation, and presentation of the plan in a critical environment. Major components are marketing analysis, financial calculations, and the applications of sound managerial principles. Public and private resources are available to fund new start-ups, expansions, and acquisitions will be explored and preformed statements will be constructed.

ENTR30300 - Raising Money

For students interested in business start-up or management of a growing firm. Exposure to the principles, methods and tools used in financial planning, analysis, and control of the small business enterprise. Covers short-term financial planning and control, creation of pro forma financial statements, and business valuation techniques. Presents how and where to seek financing via a variety of debt and equity sources.

MKG32400 - Marketing Management

A managerial approach to the job of learning to make a decision on a product policy, distribution channels, pricing, personal selling, advertising, and marketing research.



OBHR33000 - Introduction to Organizational Behavior

Junior standing desirable. An integrated social science approach to administrative problems and administrative behavior. Behavior in organizations is examined in the context of psychological and sociological principles with attention given to such problems as motivation, influence, communication, leadership, small group processes, and organizational change. Emphasis is placed on the development of theoretical and empirical skills in diagnosing and responding to interpersonal problems as well as experience-based learning.

SOC 1100 / SOC 100 Omani Society:

This course is intended to provide the students with an understanding of the Omani Society and provide an overview of the different sectors of Oman, its geography and history, institutions and policies, access to law, values of society and culture.

ENTR 31001 - Launching a New Venture

Entrepreneurship: New Venture Creation Course is a practical guide to starting a new business, providing students with exposure to every crucial aspect of the entrepreneurship experience. From the initial phase of evaluating a business idea to the actual business launch, students are introduced to the realities of entrepreneurship and the misconceptions surrounding it. Useful models and frameworks, complemented by practical advice and guidelines, provide students with a solid foundation to launch their own businesses while understanding the various risks their startup may face.

BUSM38000 - International Business

An introduction to the nature of international business. The course addresses the international business environment, including economic, political, legal, and social aspects. The assessment of international opportunities and risk is also addressed.

MKG42400 - Consumer Behavior

An analysis of the environmental, social and psychological factors which influence an individual's buying decisions. The course covers how individual consumers are identified, motivated, and evaluated for use in various marketing activities. Emphasis is placed on the business approach for identifying the consumer's decision-making process.

PHIL32400 - Ethics for the Professions

A study of the ethical problems faced by professionals in engineering, management, and other professional fields. Topics include ethical theories, moral decision-making, social responsibility, employee rights and responsibilities, the environment, truth telling, affirmative action, privacy and confidentiality, whistle-blowing, and deception.



ENGL42000 - Business Writing

Workplace writing in networked environments for management contexts. Emphasizes organizational context, project planning, document management, ethics, research, team writing. Typical genres include management memos, reports, letters, email, resumes (print and online), oral presentations.

BUSM30100 - Management Career Lectures

Workshops and lectures involving students in the decision- making process for career planning. Students will explore career paths, develop a job search plan, and prepare and practice interviewing techniques. Skills in writing cover letters, constructing a resume, and interviewing will be a major focus of this course. Visiting professionals in Career Placement and Recruiting will share information, experiences and career opportunities in their fields.

BUSM36000 - Production/Operations Management

An introductory course concerning the management of production, distribution and service systems operations. Topics covered include design of products, processes and facilities, planning, scheduling, and controlling inventory and quality.

ENTR45000 - Corporate Entrepreneurship

The Corporate Entrepreneurship & Innovation course explores the practices and challenges involved when established companies initiate major business domain or model innovations. The new business creation function, in particular, is explored. Second, the course reviews how companies can rely on strategic innovation to reinvigorate and renew themselves, their markets, or their industries.

ENTR41000 - Small Business Consulting

Small Business Consulting is a course designed to prepare students for professional consulting work. Small Business Consulting or simply “Business Consulting” for small and medium enterprises provides students with the necessary skills in understanding industry structures, the value creation process in enterprises, innovative business modeling and formulating action programs based on internal business processes. These internal business processes are classified under four structures – operations management, customer management, innovation, and regulatory and social involvement.

