Institute of Business & Health Management

Electives for BBA Programs

Major	Bachelor's Level	Course Title	Course Code	Credit Hours
Finance	Undergraduate	Islamic Modes of Financing	EFI401	3
Finance	Undergraduate	Financial Derivatives	EFI402	3
Finance	Undergraduate	Treasury and Funds Management	EFI403	3
Finance	Undergraduate	Financial Modeling & Forecasting	EFI404	3
Finance	Undergraduate	Taxation Management	EFI405	3
Finance	Undergraduate	Financial Risk Management	EFI406	3
Finance	Undergraduate	Portfolio Management	EFI407	3
Finance	Undergraduate	Fintech-Foundations & Applications	EFI408	3
Finance	Undergraduate	Islamic Portfolio Management	EFI409	3
Finance	Undergraduate	Islamic Wealth Planning and Management	EFI410	3
Finance	Undergraduate	Analysis of Financial Statements	EFI411	3
Marketing	Undergraduate	Advertising	EMK401	3
Marketing	Undergraduate	Marketing of Healthcare Services	EMK402	3
Marketing	Undergraduate	Brand Management	EMK403	3
Marketing	Undergraduate	Communication and Digital Strategy	EMK404	3
Marketing	Undergraduate	Biopharmaceutical Marketing Strategy	EMK405	3
Marketing	Undergraduate	Personal Selling	EMK406	3
Marketing	Undergraduate	Customer Relationship Management	EMK407	3
Marketing	Undergraduate	Retail Marketing	EMK408	3
Marketing	Undergraduate	E-Commerce	EMK409	3
Marketing	Undergraduate	New Product Development	EMK410	3

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Major	Bachelor's Level	Course Title	Course Code	Credit Hours
Healthcare	Undergraduate	Hospital and Health Services Management	EHL401	3
Healthcare	Undergraduate	Health Service Quality and Governance	EHL402	3
Healthcare	Undergraduate	Health Care Finance	EHL403	3
Healthcare	Undergraduate	Health Systems Evaluation and Assessment	EHL404	3
Healthcare	Undergraduate	Leadership and Organizational Management in Healthcare	EHL405	3
Healthcare	Undergraduate	Health Informatics and Telemedicine	EHL406	3
Healthcare	Undergraduate	Pharmaceutical Regulation and Ethics	EHL407	3
Healthcare	Undergraduate	Health Economics and Policy	EHL408	3
Healthcare	Undergraduate	Health Care Program and Project Management	EHL409	3
Healthcare	Undergraduate	One Health Systems and Policy	EHL410	3
Healthcare	Undergraduate	Fundamentals of Health, Safety, and Environment	EHL411	3
Healthcare	Undergraduate	Introduction to Epidemiology	EHL412	3

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Major	Bachelor's Level	Course Title	Course Code	Credit Hours
Business Analytics	Undergraduate	Business Analytics & Decision Making	EBA401	3
Business Analytics	Undergraduate	Programming Fundamentals	EBA402	3
Business Analytics	Undergraduate	Database Systems for Business Analytics	EBA403	3
Business Analytics	Undergraduate	Fundamentals of Business Intelligence and Analytics	EBA404	3
Business Analytics	Undergraduate	Artificial Intelligence	EBA405	3
Business Analytics	Undergraduate	Foundations of Data Science	EBA406	3
Business Analytics	Undergraduate	Business Data and Text Mining	EBA407	3
Business Analytics	Undergraduate	Web and Social Media Mining	EBA408	3
Business Analytics	Undergraduate	Big Data Technologies	EBA409	3
Business Analytics	Undergraduate	Business Analytics and Visualization	EBA410	3
Human Resource	Undergraduate	Employee Compensation and Rewards Systems	EHR401	3
Human Resource	Undergraduate	Performance Appraisal	EHR402	3
Human Resource	Undergraduate	Human Resource Strategy and Workforce Planning	EHR403	3
Human Resource	Undergraduate	Recruitment & Selection	EHR404	3
Human Resource	Undergraduate	Training & Development	EHR405	3
Human Resource	Undergraduate	Organizational Development	EHR406	3
Human Resource	Undergraduate	Conflict Resolution and Negotiations	EHR407	3
Human Resource	Undergraduate	Talent Management	EHR408	3
Human Resource	Undergraduate	Human Resource & Labour law	EHR409	3
Human Resource	Undergraduate	Human Resource Information System	EHR410	3
Supply Chain	Undergraduate	Supply Chain Design & Performance Management	ESC401	3

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Major	Bachelor's Level	Course Title	Course Code	Credit Hours
Supply Chain	Undergraduate	Procurement & Inventory Management	ESC402	3
Supply Chain	Undergraduate	Operations & Supply Chain Management	ESC403	3
Supply Chain	Undergraduate	Global Logistics and Supply Chain Management	ESC404	3
Supply Chain	Undergraduate	Storage & Warehousing Techniques	ESC405	3
Supply Chain	Undergraduate	Supply Chain Finance	ESC406	3
Supply Chain	Undergraduate	e-Business Strategies in Supply Chain Management	ESC407	3
Supply Chain	Undergraduate	AI in Supply chain management	ESC408	3
Supply Chain	Undergraduate	Sustainable supply chain management	ESC409	3
Supply Chain	Undergraduate	Supply Chain Risk Management	ESC410	3