



WESTERN VILLE UNIVERSITY
Integrity & Performance

Master of Business Administration (MBA)

Curriculum

S/N	DISCIPLINE	Fall Subjects	Spring Subjects	Fall Subjects
1	Accounting and Finance	<ul style="list-style-type: none"> *Asset Pricing *Qualitative Research Methods *Auditing Theory and Problems *Federal Income Tax (Optional) *Intermediate Financial Accounting I *Microeconomic Theory *Non-Market Valuation (Optional) *Corporate Finance (Optional) 	<ul style="list-style-type: none"> *International Accounting Practice and Regulation *Portfolio Investment *Advanced Management Accounting *Intermediate Financial Accounting II *Macroeconomic Theory 	<ul style="list-style-type: none"> *Mathematical Finance *Corporate Financial Reporting *Human Resource Management <p>Dissertation</p>
2	Asset and Maintenance Management	<ul style="list-style-type: none"> *Fundamentals of asset management *Reliability Centered Maintenance *Failure Modes Effect, Cause and Analysis (FMECA) *Condition Monitoring and Risk-Based Inspection *Data analysis and reliability predictions *Spares and Materials Management (Optional) 	<ul style="list-style-type: none"> *Preventive, Predictive, Reactive and Proactive Maintenance *Computer Maintenance Management Systems (CMMS) *Data management and verification (Optional) *Maintenance Workflow (Optional) 	<ul style="list-style-type: none"> *Strategic Asset Management *Asset Management & Maintenance Strategies *Design for Reliability & Asset Management *Auditing Asset Management & Maintenance Organizations *Turnaround Management <p>Dissertation</p>
3	Business Administration	<ul style="list-style-type: none"> *Managing and Leading in a Global Environment *Accounting & Finance: Measuring Business Value *Strategy & Competition: The Practice of the Contemporary Firm *Marketing & Operations: Operationalizing and Communicating Value 	<ul style="list-style-type: none"> *Not-for-Profit Consultancy Project *Mergers & Acquisitions Project *Commercial Business Consultancy Project *International Business Consultancy Project *Human Resource Management 	<ul style="list-style-type: none"> *Strategic and Operations Management *Quality Assurance and Control <p>Dissertation</p>

		Note: Skills for Leaders Guest Speaker Series-Applied Learning		
4	Creative & Cultural Industries Management	*Introduction to the Creative and Cultural Industries *Critical Theories and Concepts in the Creative and Cultural Industries *Cultural Marketing *Managing Creative Brands *Managing Museums and Cultural Heritage Sites (Optional) Management Planning (Optional)	*Accounting and Financial Management *Research Methods *Managing Festivals, Events and Creative Performances *Music *Music Management Events (Optional)	*Fundraising Management: sponsorship, philanthropy and the state (Optional) Dissertation
5	Communication Technology Management	*Research Methods for Technology *Information Security and Document Management *Business Analysis *Technology Project Management *Decision Support Systems *Team Software Development Project (Optional)	*Artificial Intelligence Applications *Advanced Data Communication & Computer Networks *Computing Risk Management *Information and Network Security *Social Computing	*Organizational Study of IS *IS in Public Administration (E - Government) *Wireless Network Architecture & Design (Optional) Dissertation
6	E-Commerce Business Management	*E-Business Fundamentals *Research Methods and Data Analysis *Leadership and Management *Managing Information Systems and Project *Marketing and Web Analytics *Supply Chain Integration (Optional) *Managing Financial Resources (Optional)	*Web Technologies for e-Commerce *Finance for e-Business *e-Customer Relationship Management *Digital Marketing, Software & Techniques *Information Systems Management *Global e-Business *Human Resource Management (Optional)	*Information Systems Management *Operations Management (Optional) *Marketing Management (Optional) Dissertation
7	Entrepreneurship Management	*Innovation and the Knowledge Economy *Innovation Management *High Technology Entrepreneurship *Service Innovation (Optional) *Regional, National and Global Dimensions of Science, Technology and Innovation (Optional) *Eco-Innovation Management (Optional) *Innovation & Market Strategy (Optional) Note: Case Studies in Technology Strategy & Innovation Management	*Financial Appraisal and Investment Economics *Research Methods *Water and Sanitation Planning and Policy in developing countries (Optional) *Business Creation and Development (Optional) *Developing Enterprising Individuals (Optional)	*Strategic and Operations Management *Quality Assurance and Control *Human Resource Management Dissertation
8	Fashion Management	*International Fashion Retailing *Fabric Structures	*Digital Marketing, Software & Techniques *External Environment -	*Strategy and Operations Management

		<ul style="list-style-type: none"> *Research Methods *Innovation Methods- including analyzing effective fashion innovation methods *Leadership and Management *Business Process Improvement units (Optional) 	<ul style="list-style-type: none"> including external opportunity analysis *Constructed Textiles for Fashion *International Fashion Retailing *Financial Appraisal and Investment Economics 	<ul style="list-style-type: none"> *Retail Marketing- including Fashion Retail Case study analysis <p>Dissertation</p>
9	Financial Management	<ul style="list-style-type: none"> *Cross Sectional Econometrics *Asset Pricing *Time Series Econometrics *Corporate Finance *Derivative Securities 	<ul style="list-style-type: none"> *Mergers & Acquisitions: Economic & Financial *Financial Statement Analysis *Portfolio Investment *International Finance *Qualitative Research Methods 	<ul style="list-style-type: none"> *Current Issues in Empirical Finance (Optional) *Real Options in Corporate Finance (Optional) <p>Dissertation</p>
10	General Management	<ul style="list-style-type: none"> *Research Skills for Business and Management *Foundations of Management *Policy Formulation and Implementation *Quantitative Financial Economics *Innovation (including Service and Corporate Governance) Management and Entrepreneurship *Introduction to Accounting *Managing Public-Private Sector Partnerships (Optional) *Strategic Integrated Marketing & E- Communications (Optional) *Ethics and the Public Sector (Optional) 	<ul style="list-style-type: none"> *Business Performance & Strategy *Marketing Research *Financial Statement Analysis and Valuation *Corporate Finance: Theory and Empirical Evidence *Sustainability and Social Responsibility *International Marketing & Export Strategy (Optional) *Financial Modeling Using MS Excel and VBA (Optional) *Brand Management (Optional) *Commercial Contract Law 	<ul style="list-style-type: none"> *Organizational Psychology *Industrial Relations & Negotiating Strategies (Optional) *Legal and Ethical Issues in Human Resource Management (Optional) *Public Sector Management (Optional) *Marketing & Marketing Management *Law and Public Affairs (Optional) <p>Dissertation</p>
11	Information Technology Management	<ul style="list-style-type: none"> *Informatics Research Methods *Big Data Technologies *Business Systems Analysis *Data Analytics *Database and Web Systems Development Note: Concentration: Business Intelligence 	<ul style="list-style-type: none"> *Information Law *Information Retrieval *Information Systems (Enterprise) Architecture *IT Project Management Data Mining and Exploration *People, Culture and Organization (Optional) Note: Concentration: e-Business 	<ul style="list-style-type: none"> *E-commerce *Knowledge Management *IT Entrepreneurship <p>Dissertation</p>
12	Management for Engineers	<ul style="list-style-type: none"> *People and Organizations *Project Planning and Control *Project Management Research Methods *Management of Projects *Innovation Management 	<ul style="list-style-type: none"> *Risk Management *Environmental Assessment (Optional) *Project Finance for Infrastructure Projects (Optional) *Conflict Management & Dispute Resolution (Optional) 	<ul style="list-style-type: none"> *Contract Management (Optional) <p>Dissertation</p>
13	Marketing Management	<ul style="list-style-type: none"> *Strategic Marketing & New Product Development *Marketing & Communications Professional Analytics *Marketing Management *Corporate Social 	<ul style="list-style-type: none"> *Crisis Communication *Consumer Behavior *Business to Business Marketing *Retail Marketing *Services Marketing 	<ul style="list-style-type: none"> *International Marketing *Digital Business Note: At the end of training, the student is

		<p>Responsibility *Integrated Marketing Communication & Advertising</p>	<p>Note: Marketing Group Business Case Project</p>	<p>expected to have a good grasp of the following: social media planning, mobile commerce, data analytics, behavioral targeting, campaign management, e-mail marketing, e-sales, call centers, online self-service, contact channels integration, customer segmentation and life cycle, customer-oriented culture, etc.</p> <p>Dissertation</p>
14	Media & Communication Management	<p>*Methods of Research in Media and Communications (including Qualitative and Quantitative Analysis) *Theories and Concepts in Media and Communications *Psychoanalysis *Media Freedom, Censorship & Subversion *Introduction to Intercultural Communication *Human Resource Management (Optional)</p>	<p>*Pragmatics: Meaning, Context, and Interaction *Language and Mediality: From Sand Drawings to Twitter *Language and identity in multicultural spaces *Explorations in Intercultural Thinking *Developing Researcher Competence in Intercultural Communication *Project Management (Optional)</p>	<p>*English as a Global Language *Memory, Mediation & Intercultural Relations (Optional) *Quality Assurance & Control (Optional)</p> <p>Dissertation</p>
15	Oil Rig & Gas Facilities Management	<p>*Petroleum contracts and economics *Project management *Risk management *Environmental management *Introduction to Oil and Gas Industry *Water and Wastewater (Treatment Technology Management Route) (Optional) *Oil Spill Science, Response and Remediation (Technology Management Route/Quality, Health, Safety and Environment Route) (Optional)</p>	<p>*The Future of Oil and Gas *HSE Management in the Oil and Gas Industry *Petroleum Contracts and Economics *Project and Quality Management in the Energy Industry *Impacts of Petroleum Exploration, Extraction and Transportation *Risk, Safety and Governance (Quality, Health, Safety and Environment Route) (Optional) *Investment Analysis and Decision Making in the Petroleum Industry (Finance and Investment Route) (Optional)</p>	<p>*International Oil and Gas Trading (Finance and Investment Route/Law and Policy Route) (Optional) *International Environmental Law (Law and Policy Route) (Optional)</p> <p>Dissertation</p>
16	Social Entrepreneurship	<p>*Introduction to social entrepreneurship: The journey ahead Contents: Profile of social entrepreneurs; Create your own profile of a social entrepreneur; Grounding in social entrepreneurship; Typology of ventures; Definitional disputes; Initial questions on social</p>	<p>*Envisioning an innovative society: The role of social innovation Contents: Social Innovations: A critical element to scaling social impact; Disruptive innovations; Profile of a social entrepreneur: Dr. Venkataswamy, Aravind Eye Institute, India</p>	<p>Dissertation</p>

		<p>entrepreneurship</p> <p>*Creating social change: The social value proposition and identifying a social business opportunity</p> <p>Contents: Seizing social business opportunities; Legal structure; Social entrepreneurship profiles; Community asset mapping; Profile of a social entrepreneur: Albina Ruiz, Ciudad Saludable; Social value proposition; Triple bottom line</p> <p>*Understanding poverty: The Millennium Development Goals</p> <p>Contents: The critical need to alleviate poverty; Ecosystem approach; The role of cooperatives in addressing poverty; Profile of a social organization: Grameen Bank</p> <p>*Human-Centered Design: Partnering with the targeted community to address social problems</p> <p>Contents: Profile of a social organization: IDEO; The role of mind mapping in creating solutions; Empowerment model: Partnering with targeted community</p> <p>*Developing a theory of change: Starting with the social impact</p> <p>Contents: Theory of change explained; Understanding the theory of change more deeply; Brief introduction to systems thinking; Profile of a social organization: Global Social Benefit Incubator</p>	<p>*The business model: Creating a social business model</p> <p>Contents: The role of the business model in starting a social venture; Equitable distribution of value; The role of the business model: The business model canvas; Social business model framework; Profile of a social entrepreneur: Husk Power Systems; Business model canvas exercise; Business model execution failure</p> <p>*Funding social ventures: Strategies for success</p> <p>Contents: Sustainable funding sources: Earned income; Profile of a social entrepreneur: Furniture Resource Centre; Traditional funding sources; Social investment funding sources; Investing in a social venture; Relationship building with donors and investors</p> <p>*The driving force behind social entrepreneurship: Measurement and scaling social impact</p> <p>Contents: Building the foundation; Profile of a social entrepreneur: KickStart; Scalability through expansion; Measurement tools</p> <p>*The future: Reflection and shared experiences</p> <p>Contents: Path to social entrepreneurship; Thoughts for changemakers; 'Be the Change' reflection paper</p>	
17	Sustainable Tourism Management	<p>*Managing Visitor Attractions (The development and redevelopment of cultural and heritage attractions-Sustainable heritage management)</p> <p>*Business Strategy & Finance</p> <p>*Tourism Planning & Development</p> <p>*The Tourism & Hospitality Industries</p> <p>*Destinations (Contexts for Tourism & Hospitality)</p> <p>*Air Transport & Tourism (Optional)</p> <p>*Sport Tourism (Optional)</p> <p>*Tourism & the Media</p>	<p>*Crisis & Disaster Management</p> <p>*Design for Tourism & Hospitality (design of tangible and intangible objects or 'things' such as buildings (exteriors and interiors), maps and guides, souvenirs, live events, corporate identities, business processes, and servicescapes.</p> <p>*Tourism sustainability and climate change</p> <p>*Food Design & Marketing</p> <p>*Global Food & Drink (Optional)</p> <p>*Tourism Culture & Society (Optional)</p> <p>*Tourism Management & the</p>	<p>Note: Optional work placement: This is intended to foster personal and professional development for a connection between academic learning and the working world. How will management theories be used for industry improvement? The transferable skills developed will improve your performance in your future career, both</p>

		(Optional) Term Paper on Conference Tourism: Here, you will reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world. You will also suggest how destinations and venues can develop a better conference product.	Natural Environment (Optional)	as employee and manager. Dissertation
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Note: These subject combinations may be varied anytime, at the discretion of the University, as changes demand

Dissertation: This is an opportunity to study a subject in-depth, showing that the student properly understands it, after adequate teachings about research methods. The dissertation, which will be 15,000 words (or more), is a conclusion of the learning experience, where the student will carry out a research project, using an appropriate research methodology to collect and analyze data and present the findings.