



University: Nahda

Faculty: Marketing & Business Administration

Department: Business Administration

Program specification

A. Program Information

- 1- Program Title: Business Administration
- 2- Program type: $\sqrt{\quad}$ (Dual degree)
- 3- Program coordinator: Dr. Awatif Ghazi
- 4- The approval date of the program: 30/9/2015

B. Professional information:

1- Educational Aims of the Program:

The graduate Business Administration program must be able to:

- 1.1 Develop and demonstrate knowledge, practical, transferable, intellectual, employability skills and other attributes in business administration arena.
- 1.2 Communicate information, ideas and arguments effectively using appropriate administrative knowledge.
- 1.3 Realize the interrelationship of business functions, financial, organizational, production and marketing to run business and adapt with the market conditions.
- 1.4 Deploy the acquired skills in business administration to serve society effectively and efficiently.

2- Program intended learning outcomes:

Upon successful completion of the Business Administration, the graduate is expected to acquire the following skills:

A) Knowledge and understanding skills

A graduate must be acquired the following knowledge skills:

- A.1. Discuss the principal theories, methods, models and approaches that can be deployed in problem-solving and decision-making at all management levels.
- A.2. Identify and critically assess different business strategies, policies, programmes and approaches to business organizational and work practice issues.
- A.3. Explain and set up marketing feasibility studies and evaluation of investment proposals.
- A.4. Explain and clarify the foundations of organizational structures, systems, and approaches to appropriate to different business functions and activities.
- A.5. Discuss the contemporary managerial philosophies such as total quality management (TQM), re-engineering and explore opportunities for application in different work/practice environment
- A.6. Demonstrate strong knowledge of leadership and critically reflect on and lead others.
- A.7. Illustrate the critical role of cross functional integration, organizational communication and working relationship.
- A.8. Discuss the fundamental principles, key concepts and techniques relating to motivation and how motivation
- A.9. Critically select and apply appropriate principles, policies, strategies, and plans, to satisfy stakeholder expectations.

B) Intellectual skills

A graduate must be acquired the following intellectual skills: -

- B.1. Critically assess, conclude and apply different perspectives and scientific approaches.
- B.2. Critically analyze and create different perspectives on and approaches to business.
- B.3. Criticize and explore the positive and negative factors relevant to different issues.
- B.4. Interpret numbers and use it as indicators of work practice issues.
- B.5. Select, adapt and apply appropriate techniques and tools relevant to different issues that lead

threats to become opportunities

B.6. Critically reflect on, evaluate different perspective on and approaches to business in addition to clarify opinions objectively and supported by evidence.

B.7. Exercise innovation and creativity thinking in differing work/practice contexts.

B.8. Link among environmental variables and patterns of decision-making

B.9. Evaluate and set up a range of ideas, different scenarios, strategies, models, arguments or theories relevant to different explored perspectives.

C) Practical and professional skills

A graduate must be acquired the following practical and professional skills: -

C.1. Set up strategic plans and formulate business policies

C.2. Establish and design systems to different work-practice issues.

C.3. Design and develop organizational structure

C.4. Design and manage business information systems

C.5. Prepare feasibility studies and evaluate projects

C.6. Apply students' knowledge to develop sales and marketing plans

C.7. Prepare financial analysis statements and evaluate investment projects

C.8. Conduct markets analysis

C.9. Set up plans and programs of human resources and other resources to maintain development and conservation.

C.10. Use and adapt relevant business knowledge and skills to practically engage with a range of problems and issues in work/practice arena.

D) General skills

A graduate must be acquired the following general skills: -

- D.1. Manage time effectively
- D.2. Communicate information, ideas and arguments effectively using appropriate styles and language.
- D.3. Engage in collaborative working.
- D.4. Self-directed and encourage independent and continuous learning.
- D.5. Apply different approaches to solve problems effectively.
- D.6. Acquire presentation and argument skills.
- D.7. Independent learning and figure out the appropriate method to deal with work stress.
- D.8. Improve and develop to enhance future working
- D.9. Use appropriate program terms
- D.10. Employ and use appropriate linguistic skills.

3- Academic standards of programme

3/1 – The program objectives are determined and derived according to National Academic Reference Standards of commerce sector (NARS).

4- References / Benchmark (s):

- 4/1 Compare with the best universities locally and globally.
- 4/2 Continues assessment for our graduate and stakeholders by questionnaires
- 4/3 Systematic assessment of student learning is essential to monitor quality and providing the information that leads to improvements.
- 4/4 Meet stakeholder expectations
- 4/5 The results of reviewing program by different parties (Internal editors – NARS)

5- program structure and components:

A. program duration:

the program duration is four academic years (8 semesters) in order to get the bachelor degree according to the credit hours' system and the distinguished students can finish the program in 3 years and a half (7 semesters) and the summer course is not countable from them.

B. Program Structure:

Item	The group of studying courses	No. of credit hours
First	<ul style="list-style-type: none"> • University requirements 	14
Second	<ul style="list-style-type: none"> • Faculty requirements 	66
	<ul style="list-style-type: none"> - Mandatory requirements 51 hours - Restricted optional requirements 15 hours 	
Third	<ul style="list-style-type: none"> • Major specialization requirements 	36
	<ul style="list-style-type: none"> - Mandatory requirements 24 hours - Restricted optional requirements 12 hours 	
Fourth	<ul style="list-style-type: none"> • Minor specialization requirements 	18
	<ul style="list-style-type: none"> - Mandatory requirements 12 hours - Restricted optional requirements 6 hours 	
Fifth	<ul style="list-style-type: none"> • Elective choices 	10
Total credit hours		144

No. of hours: Theoretical 144 Practical 0 Total 144

	Mandatory	Optional	Total	Percentage
Basic science courses Human rights – Scientific thinking – Ethics – Money and banking – Insurance and risk management	13	6	19	13
Social science courses Faculty requirements	51	3	54	38
Specialization courses	36	21	57	40
Other scientific courses	4	10	14	9

C. Program Courses:

1- Core curriculum requirements (101 credit hours):

Course code	Courses	No. of credit hours	Weekly hours			Level	Pre-requisite
			Theoretical	Application	Practical		
ENG111	English language (1)	1	1	0	-	--	--
ENG112	English language (2)	1	1	0	-	--	--
ENG113	English language (3)	2	2	0	-	--	--
HUM103	Human rights	3	3	0	-	--	--
REM104	Scientific thinking	3	3	0	-	--	--
MGT101	Principles of management	3	3	0	-	--	--
ETS401	Ethics	1	1	0	-	--	--
MGT102	Organizational behavior	3	3	1.5	-	First	MGT101
ACT101	Principles of accounting	3	3	1.5	-	First	--
STA101	Principles of mathematics	3	3	1.5	-	First	--
LAW101	Principles of law	3	3	1.5	-	First	--
ECN101	Principles of microeconomics	3	3	1.5	-	First	--
ECN102	Principles of	3	3	1.5	-	First	ENC101

	macroeconomics						
ACT102	Intermediate accounting (1)	3	3	1.5	-	First	ACT101
MRK201	Principles of marketing	3	3	1.5	-	Second	MGT101
MGT201	Production and operations management	3	3	1.5	-	Second	MGT101
STA201	Principles of statistics (1)	3	3	1.5	-	Second	--
LAW201	Commercial law	3	3	1.5	-	Second	LOW101
ACT201	Corporate accounting	3	3	1.5	-	Second	ACT102
MGT301	Human resources management	3	3	1.5	-	Third	MGT101
MGT304	Operations researches	3	3	1.5	-	Third	SYS101
SYS102	Management information systems	3	3	1.5	-	Third	SYS101
ACT301	Cost accounting (1)	3	3	1.5	-	Third	ACT101
FIN301	Financial management	3	3	1.5	-	Third	MGT101- ACT101
MGT202	Material management	3	3	1.5	-	Second	MGT101
MRK302	Marketing research	3	3	1.5	-	Third	MRK201
MGT303	Management of change and organizational development	3	3	1.5	-	Third	MGT101
MGT401	International management	3	3	1.5	-	Fourth	MGT201- MGT301- FIN301
FIN401	Financial markets	3	3	1.5	-	Fourth	FIN301
MGT402	Policies and managerial strategies	3	3	1.5	-	Fourth	MRK201- MGT201
MGT403	Feasibility studies and	3	3	1.5	-	Fourth	MRK201 MGT201

	projects evaluation						– FIN301
MGT406	Seminar in management	3	3	1.5	-	Fourth	MGT401-FIN301
Minor requirements if the minor is Marketing and E-Commerce							
MRK301	Introduction to E-commerce	3	3	1.5	-	Third	MRK201-SYS204
MRK302	Marketing research	3	3	1.5	-	Fourth	MRK201
MRK401	International marketing	3	3	1.5	-	Fourth	MRK201
MGT403	Feasibility studies and projects evaluation	3	3	1.5	-	Fourth	MRK201-MGT201-FIN301

Minor requirements if the minor is Banking management and Financial markets							
FIN302	Banking management and control	3	3	1.5	-	Third	MGT101
FIN401	Money markets	3	3	1.5	-	Fourth	FIN303
FIN403	Monetary and credit policies	3	3	1.5	-	Fourth	FIN302
MGT403	Feasibility studies and projects evaluation	3	3	1.5	-	Fourth	MRK201 MGT201 FIN301
Minor requirements if the minor is Accounting							
ACT302	Tax Accounting (1)	3	3	1.5	-	Third	ACT202
ACT304	Auditing (1)	3	3	1.5	-	Third	ACT101
ACT401	Managerial accounting	3	3	1.5	-	Fourth	ACT301
MGT403	Feasibility studies and projects evaluation	3	3	1.5	-	Fourth	MRK201 MGT201 FIN301

B. Selective (33 credit hours):

Course code	Course name	No. of units	NO. of weekly hours			Level	Pre-requisite
			Theoretical	Application	Practical		
Selective faculty requirements (select 4 courses)							
STA202	Financial and investment mathematics	3	3	1.5	-	Second	MAT101
STA203	Insurance investment management	3	3	1.5	-	Second	MAT101
SYS201	Principles of computer	3	3	1.5	-	First	--
SYS201	Structural programming	3	3	1.5	-	Second	SYS101
STA204	Principles of statistics (2)	3	3	1.5	-	Second	STA201
SYS204	Batches and applications programs	3	3	1.5	-	Second	SYS101
ECN201	Money and banking	3	3	1.5	-	Second	ECN102
MRK301	Introduction to E-commerce	3	3	1.5	-	Third	MRK201-SYS204
Selective major requirements (select five courses)							
MGT302	Management of Specialized institutions	3	3	1.5	-	Third	MGT101
MGT305	Public administration	3	3	1.5	-	Third	MGT101
MGT306	Small projects management	3	3	1.5	-	Third	MGT101
SYS401	Electronic international systems	3	3	1.5	-	Third	MRK301-SYS202
MGT405	Negotiation management	3	3	1.5	-	Fourth	MGT101
MGT408	Crises management	3	3	1.5	-	Fourth	MGT101



C. Elective Courses:

Course code	Course name	No. of units	No. of weekly hours			Level	Pre-requisite
			Theoretical	Application	Practical		
The student choose a set of courses that equals 10 credit hours from any faculty.							

3. Courses description:

English Department Courses	
Code	Course Title
ENG 111	English (1)
Course Content	This course is concerned with and designed for the low intermediate English students. It concentrates on developing and enhancing students ' listening and speaking skills in addition to recognizing different parts of writing a paragraph.
ENG 112	English (2)
Course Content	This course is designed for the intermediate and high-intermediate students. It focuses on developing and streamlining students skills from the basic level of writing to the more comprehensive and detailed learning process of writing skill: through drafting and revising sentences, paragraphs, and essays.
ENG 113	English (3)
Course Content	This course is specifically concerned with extended writing and research skills. The course is mainly designed in a systematic way to enhance students' research and critical skills to be able to write a neat and well-organized academic research paper.

University Requirement Courses	
Code	Course Title
HUM 101	Human Rights
Course Content	This course introduces students to historical Background of human rights. The World Declaration of Human Rights issued in 1948. Constitution and the protection of human rights. The crisis of public rights and freedom in contemporary political and international regimes together with the political,



	social and economic reasons for the crisis. Kinds and divisions of public rights. The evolution of the role played by international organizations and their activities for "the protection of human rights. The Egyptian constitution and human rights in Egypt.
REM 101	Scientific Thinking
Course Content	This course will expose students to the concept and characteristics of logical and scientific thinking. Methods of thinking, Coherence, and projection. Kinds and objectives of scientific research. Concept and characteristics of scientific research. Stages, steps and methodology of scientific research. Criteria and controls of employing scientific research in service of development issues.
ETS 101	Ethics
Course Content	This course aims to the dimensions of the ethical behavior (Knowledgably – passionate – behavioral) Aspects of ethical growth (Knowledge – traits – values – ethical principles - behavioral habits – social and personal skills) – ethical fosterling.

Management Department Courses

Code	Course Title
MGT 101	Introductions to Management
Course Content	This course will expose students to the basic concepts of management and business. Analysis of management functions including planning, staffing, organizing and control will be covered. Also included will be methods of delegating authority, policy development, production and cost control. It will also emphasize on business functions (production, marketing, finance, human resources and purchasing). The role of technology in management will also be introduced. Students will be able to explain and apply the various management concepts, theories and practices. It will help students to understand and apply the various tools and techniques of effective management.
MGT 102	Organizational Behaviors
Course Content	This course is designed to expose students to the basic concepts and important aspects related to the human behavior in organizations. It will emphasize on topics such as introduction to organizational behavior, culture and behavior, individual differences, social perception, employee motivation and improving employee performance, development of group behavior, work team, leadership, power and politics in organization, conflict and negotiation, decision-making, communication, change management and managing stress.

MGT 201	Production and Operation Management <i><u>Prerequisite MGT 101</u></i>
Course Content	This course aims to the dimensions of the ethical behavior (Knowledgably – passionate – behavioral) Aspects of ethical growth (Knowledge – traits – values – ethical principles - behavioral habits – social and personal skills) – ethical fosterling.
MGT 202	Material Management <i><u>Prerequisite MGT 101</u></i>
Course Content	This course will provide students with the basic knowledge of the planning and operational issues in warehousing. Includes: the four deployable resources in warehousing: storage space, material handling equipment, human resources and information technology. We will analyze the main activities performed in a warehouse: receiving and shipping, order picking, storage and material handling, inventory management, safety and security operations. Reverse logistics and environment concerns, cross-docking, quality aspects in warehousing etc.
MGT 301	Management of Human Resources <i><u>Prerequisite MGT 101</u></i>
Course Content	This course is designed to expose students to the major functions of human resource management in an organization. Among the topics discussed are human resource planning, human resource auditing, forecasting of human resources, staffing and performance appraisal, recruitment, selection, placement, orientation, training and development, career path management, job analysis techniques, compensation administration, safety and health management, and industrial relations. It will emphasize the discussion of the importance of each activity, processes involved, and also the factors influencing the implementation of these activities.
MGT 302	Management of Specialized Institutions <i><u>Prerequisite MGT 101</u></i>
Course Content	This course is designed to expose students to the administrative characteristics of different organizations, the concepts and importance of this institutions Includes: financial institutions, marketing Institutions (wholesale & retail institutions), Banks, Hospitals, real state institutions, insurance institutions....etc.
MGT 303	Management of Change and Organizational Development <i><u>Prerequisite MGT 101</u></i>
Course Content	This course is aimed to expose students to the change & develop of planning, economic and society. Nature of the change process and its effect on existing administrative systems. Basic concepts and facts of change. Areas of effecting change in the institution different approaches to organizational development. Resistance of change. Attitudes and methods of organizational development counselor in bringing about change.

MGT 305	Public Administration <i>Prerequisite MGT 101</i>
Course Content	This course introduces students to the changing role of the Public Sector (PS) and its implications for managing the PS. It concentrates on the methods of improving the operational efficiency, capacity and productivity of institutions within the PS. The key conceptual issues to be explored in this context include market discipline in PS performance management and competency; privatization and structural adaptation; participation and democratic management; decentralization and local initiative; transparency and how to make PS institutions more responsive and accountable to the people they intend to serve.
MGT 306	Small Projects Management <i>Prerequisite MGT 101</i>
Course Content	The objective of the course is to make students realize the vital role played by SMEs in an economy, and also to help them develop entrepreneurial thinking and motivation to start own ventures. In addition, the course enables student to interactively apply knowledge as well as skills acquired from other functional areas of business education towards the successful management of SMEs. In sum, the student is taught to understand the activities, financing, development and management of SMEs.
MGT401	International Management <i>Prerequisite MGT301</i>
Course Content	This course introduces students to the study of the international corporation and the global political and economic environment. This course provides an introduction to the more advanced offerings. It covers the historical origins of the multinational corporation, the economics of trade, money and investment in the world economy, and the policies and behavior of governments and international organizations. Understanding current issues regarding emerging economies and shifts in the political economy of global markets.
MGT402	Policies and Managerial Strategies <i>Prerequisite MGT201</i>
Course Content	This course encourages students to analyze the problems of managing the total enterprise in the domestic and international setting. The focus is on the competitive strategy of the firm, examining issues central to its long- and short-term competitive position. The course develops an understanding of key strategic frameworks using theoretical readings and case-based discussions. Students will learn concepts and tools for analyzing the competitive environment, strategic position and firm-specific capabilities in order to understand the sources of a firm's competitive advantage. In addition, students will address corporate strategy issues such as the economic logic and administrative challenges associated with diversification choices about horizontal and vertical integration.

MGT403	Feasibility Studies and Project Evaluation <i><u>Prerequisite MGT201</u></i>
Course Content	This course is exposed students to the importance of project feasibility studies. Different types of feasibility studies. The major aspects in feasibility studies: Sources of financing and methods of calculating their costs, criteria of choosing the best sources. The major financial aspects of feasibility studies. Preparing financial statements, the project's financial commitments, the project's financial incentives The major marketing aspects. Estimating demand for products and its flexibility, products display and the factors that influence its Pricing policies. Technical and engineering feasibility of the project. Social feasibility of the project.
MGT 405	Negotiation Management <i><u>Prerequisite MGT 101</u></i>
Course Content	This course includes not only conflict resolution but also techniques, which help manage and even encourage the valuable aspects of conflict. The central issues of this course deal with understanding the behavior of individuals, groups, and organizations in conflict management situations. The purpose of this course is to understand the theory and processes of negotiations as it is practiced in a variety of settings. The course is designed to be relevant to the broad spectrum of problems that are faced by the manager and professional including management of multinationals, ethical issues, and alternative dispute resolutions.
MGT 406	Seminar in Management <i><u>Prerequisite MGT401;FIN301</u></i>
Course Content	This course introduces students to the contemporary topics in management. Improve the ability of students to use different methods of presentation and the preparation of scientific reports. According to the nature of the topic. The seminar's topics will be determined by the instructor of the course taking in our consideration the improvement of the academic department.
MGT 408	Crisis Management <i><u>Prerequisite MGT 101</u></i>
Course Content	This course aims to expose students to the concepts of crisis management. The planning approach to crisis management. The strategic leadership during the crisis. The media as a vital factor influences crisis management. Early alert systems & discover the alert signals of the crisis. Cases and examples.

Accounting Department Courses

Code	Course Title
ACT 101	Principles of Accounting
Course Content	This course includes an introduction of accounting; the definition, importance, origins, development and a brief illustration for the accounting principles and

	assumptions. It also discusses the definition of the economic unit, the accounting cycle, the accounting system and its elements, balance sheet equation and the transactions related to the capital, loans, fixed assets, cash, merchandise inventory and commercial papers and the adjustments. It also discusses the accounting faults and errors and preparing the financial statements.
ACT102	Intermediate Accounting (1) <i><u>Prerequisite ACT 101</u></i>
Course Content	This course continues the previous course - the principles of accounting - for more understanding of the basic accounting concepts and principles, where this course includes studying the adjustments and the adjusting entries for the elements of the balance sheet including the current assets, fixed assets, investments, short term liabilities, long term liabilities and owners' equity and the elements of the income statement as well including the revenues and expenses. This course also discusses the classifications of the financial statements and its preparation.
ACT201	Corporate Accounting <i><u>Prerequisite ACT 102</u></i>
Course Content	This course includes the stages and techniques of the accounting treatment for the transactions in the personal partnerships and the stages and techniques of the accounting treatment of the transactions in the corporations. It also illustrates the financial statements of the personal partnerships and corporations and also the legal requirements and its effect on the accounting treatments.
ACT 202	Intermediate Accounting (2) <i><u>Prerequisite ACT 101</u></i>
Course Content	This course includes the long-term liabilities, stockholders' equity, the revenue recognition, the financing leasing, the accounting inconsistency and the error analysis, the statement of cash flow, the analysis of the basic financial statements, the full disclosure in the financial reporting process and the credit sales transactions.
ACT 301	Cost Accounting (1) <i><u>Prerequisite ACT 201</u></i>
Course Content	This course includes the basics of cost accounting, Cost accounting roles and functions, Cost accounting and production orders, the process costing, the contract costs, the traditional cost accounting, The variable costs, the joint costs.
ACT 302	Tax Accounting (1) <i><u>Prerequisite ACT202</u></i>
Course Content	Concept and dimensions of tax accounting, the tax systems, the taxable income, the taxes on the profits of the natural persons, the salaries and the like taxes, the real estate taxes, the agriculture taxes and the noncommercial taxes.

ACT 303	Governmental Accounting <i><u>Prerequisite ACT 101</u></i>
Course Content	This course contains the nature and characteristics of the governmental accounting, the functional analysis of the economic activity, the public state budget, and the internal control over the governmental activity, the governmental accounting recording and the national accounting.
ACT 304	Auditing (1) <i><u>Prerequisite ACT 101</u></i>
Course Content	This course contains the concept and dimensions or the auditing process, the characteristics of auditing department, inspecting and evaluating the internal control, the internal auditing, the procedures of carrying out the auditing process, Evidence and proofs in auditing, planning the auditing process, the analytical procedures, the risks and risk volume and the effect of the information technology on the auditing process.
ACT 305	Bank Accounting <i><u>Prerequisite ACT 202</u></i>
Course Content	This course includes: <ul style="list-style-type: none"> ● Definition of banks, their kinds and functions. ● Documentary and accounting treatment of technical departments in the commercial banks. ● The provisions in banks. ● The deposits. ● Clearing department. ● Commercial papers department. ● Securities department. ● Letters of guarantee departments. ● Documentary credits department. ● The recent electronic payment tools. ● Financial statements in commercial banks. ● Measuring the financial risks in banks.
ACT 306	Tax Accounting (2) <i><u>Prerequisite ACT302</u></i>
Course Content	This course includes tax accounting and industrial revenues, Commercial profits tax, Economic development and tax accounting, Legal and administrative aspects of accounting developments, The nature of the relationship between cost accounting and tax accounting, and the indirect taxes.

ACT 307	Accounting Theory <u>Prerequisite ACT 101</u>
Course Content	This course includes the concept of the theory and its component, the scopes of accounting theory, The theory and its relationship with application, Developing the accounting theory and its problems, Basic issues in the accounting theory, The under preparation principles, concepts and standards, The professional institutions, and the electronic development and the accounting theory.
ACT 308	Accounting for Specialized Institutions <u>Prerequisite ACT202</u>
Course Content	This course includes the scopes and the characteristics of the operations in the entities with a special nature, accounting for branches and divisions, accounting in the oil and petroleum companies, hospitals, social clubs, charity associations, non-for profit organizations, insurance companies, agriculture entities, and animal sources entities.
ACT 401	Managerial Accounting <u>Prerequisite ACT 201</u>
Course Content	This course includes the nature and characteristics of the managerial accounting, the managerial accounting function in the managerial decision making process, the transfer prices, studying the costs behavior and its different types and its importance in the planning and controlling process, and also the breakeven point and its importance in stating the profits of the entity, the value chain, its components and the relationship between it and the accounting, the balanced scorecard and its usage in the performance evaluation process.
ACT 402	Auditing (2) <u>Prerequisite ACT304</u>
Course Content	This course includes the operations auditing, checking elements of the financial position (balance sheet), and Studying the income statement and the balance sheet. Designing and developing the auditing system. The role of auditing in performance evaluation and decision-making.
ACT 403	International Accounting <u>Prerequisite ACT202</u>
Course Content	This course includes the basics of the international accounting, the professional and accounting correspondence organizations, using the single transaction in recording the transactions in a foreign language, using the double transaction in recording the transactions in a foreign language, translating the financial statements that are prepared in a foreign currency, the monetary and non-monetary method, the time method, the current ratio, applications on the foreign currency transactions, the concept, importance and risks of the financial derivatives, accounting for the financial derivatives, the concept and the types of the securitization, preparing the financial statements under the inflation, revising the most important accounting problems in the international firms.

ACT 404	Cost Accounting (2) <u>Prerequisite ACT301</u>
Course Content	This course includes the managerial uses of the cost accounting, using the cost accounting in controlling and analyzing the project operations, cost accounting and the various managerial decisions, cost allocation theory, the activity based costing, the targeted costing, the just in time inventory, the standard costs, the responsibility accounting, the internal transfer prices, the flexible budgets.
ACT 405	Accounting Information Systems <u>Prerequisite ACT 101</u>
Course Content	This course contains the basic concepts of accounting information systems (linking the accounting information with the information technology), Designing the accounting systems, the elements of the internal control in the accounting system, cost centers and accounting systems, using the computers in designing, preparing and operating the accounting systems.
ACT 406	Advanced Accounting <u>Prerequisite ACT202</u>
Course Content	This course contains: <ul style="list-style-type: none"> • Accounting for the merger and admission transactions. • Preparing the financial statements at the acquisition date and at a later date. • The social and environmental accounting problems. • The accounting standards and its evolution. • The effect of the fluctuations in the public prices on the financial statements.

Marketing and E-Commerce Department Courses

Code	Course Title
MRK 201	Principles of Marketing <u>Prerequisite MGT 101</u>
Course Content	This course is designed to expose students to the contemporary concepts of marketing and marketing information. It will emphasis on topics such as Marketing researches, concept of managerial decisions, planning of products, strategies and distribution channels, promotions and sales management, Marketing of services.
MRK 202	Institutions and International Trade Systems <u>Prerequisite ECN102</u>
Course Content	This course will provide students with the basic knowledge of the global economic system international economic relations and globalization includes: <ul style="list-style-type: none"> • The globalization of capital and money markets, integrated economies • Knowledge of global institutions

	<ul style="list-style-type: none"> • The international Bank and its role in developing International Monetary Fund and the stabilization investigation to Exchange rates • The international Trade Organization (Provisions – Effects). • International economic Conglomerates • Arab economic integration
MRK 301	<p align="center">Introduction to E-Commerce <u>Prerequisite SYS204& MRK201</u></p>
Course Content	<p>This course is designed to expose students to basic knowledge of e-commerce systems</p> <p>Basic concepts of e-commerce infrastructure</p> <p>E-commerce software</p> <p>Security threats for e-commerce</p> <p>Electronic payment systems</p> <p>Procurement strategies</p> <p>E-commerce environment: legal and taxes</p>
MRK 302	<p align="center">Marketing Research <u>Prerequisite MRK201</u></p>
Course Content	<p>This course introduces students to the concept and importance of marketing research.</p> <p>Methodological steps for the preparation of marketing research</p> <p>Methods of data collection and compilation.</p> <p>Review, scheduling, coding and data analysis</p> <p>Techniques and measurement methods</p> <p>Types of statistical sampling</p> <p>Results conclusions and preparing reports .</p>
MRK 303	<p align="center">Sales Management <u>Prerequisite MRK201</u></p>
Course Content	<p>The objective of the course is to make students realize the vital role of Marketing and art of sale. Among the topics will discuss: The sales process stages,</p> <p>Sales management in terms of defining the characteristics of the sales man, the procedures for recruitment, selection and appointment .</p> <p>Training and motivation of sales men</p> <p>Compensation systems (wages and salaries) and bonuses for salesmen</p> <p>Division and identify sale areas and sales quotas, supervision and following-up</p> <p>Performance evaluation of sales men, suggestions for performance development.</p>
MRK 304	<p align="center">Marketing of Services <u>Prerequisite MRK201</u></p>
Course Content	<p>This course is designed to expose students to the concepts of Services and its dimensions</p> <p>Types of services and marketing divisions and characteristics</p> <p>Design and development of the service and control technique .</p>

	<p>Pricing services Distribution of direct and indirect services and management systems Promotion of services, the selection of the right tool to communicate and persuade Problems and applications to Marketing services such as banking and insurance services and tourism services Etc.</p>
MRK 305	<p>Marketing of Banking Services <u>Prerequisite MRK201; SYS202</u></p>
Course Content	<p>This course is designed to expose students to the basic concepts of Marketing of banking services Analysis banking services environment Analysis the nature of banking services Development and management of banking products Pricing for banking services Distribution and promotion decisions for banking services Implementation and marketing control in profession of banking services.</p>
MRK 306	<p>Product Management <u>Prerequisite MRK201</u></p>
Course Content	<p>This course will expose students to the nature and duties of Product Management Products definition and characteristics of new products Planning Steps and development of new product Strategies and Marketing programs for the new products Adopt a new product concept and stages Product Lifecycle Management</p>
MRK 401	<p>International Marketing <u>Prerequisite MRK201</u></p>
Course Content	<p>This course will expose students to the nature and importance of international marketing. Theories of international environment and international trade. Strategies to choose international markets Information for the resolutions of international marketing Access to international markets strategies. Develop appropriate marketing mix in terms of products, prices, distribution, and promotion The problems and challenges facing the international marketing and the appropriate methods to deal with it.</p>
MRK 402	<p>Marketing Communication <u>Prerequisite MRK201</u></p>
Course Content	<p>This course will expose students to the concepts of Promotion mix and its objectives, How to design an integrated promotional combination with other elements of the marketing mix?</p>

	<p>How to design advertisement, advertisement management plan and advertising campaign</p> <p>The role of personal selling and its objectives in the promotional mix</p> <p>The promotion of sales, its characteristics and performance evaluation</p> <p>How to take advantage of promotional publication as a promotional tool.</p> <p>Assessment of promotional activity and increase the efficiency of its performance</p>
MRK 403	<p>Strategic Marketing <u>Prerequisite MRK201</u></p>
Course Content	<p>This course is designed to expose students to the marketing planning and strategic components</p> <p>Selecting the mission and vision of environmental analysis and competitive position of the organization</p> <p>Development of strategic plans for the target market segments</p> <p>Market analysis methods</p> <p>Marketing mix management at different sectors</p> <p>Management efforts to achieve competitive advantages and competitive marketing quota.</p> <p>Follow-up and evaluation of the Strategic Plan</p>
MRK 404	<p>Consumer's Behavior <u>Prerequisite MRK201</u></p>
Course Content	<p>This course is designed to provide students with the basic knowledge of consumer behavior</p> <p>Economic theory and its role in the interpretation of consumer behavior</p> <p>Psychological theories (Psycho analysis - Psychological field – Learning) the Relation among theories and personal motivations, the perception and trends...etc.</p> <p>Social theories of the civilization study (Culture) Social classes and reference groups on consumer behavior.</p> <p>Determinants of purchasing behavior, Consumed and communicational behavior</p> <p>The Uses of consumer behavior studies to increase the efficiency of the institution to serve their clients.</p>
MRK 405	<p>Seminar on Marketing and E-Commerce <u>Prerequisite MRK301; MRK401</u></p>
Course Content	<p>This course seeks to introduce the student to the contemporary topics in the form of a seminar to develop and improve the student's capabilities in academic and applied researches, methods of presentation, discussion and preparation of scientific reports or research reports according to the nature of the topic. The seminar topics will be determined by the course instructor with the approval of the academic department.</p>

Banking and Finance Courses	
Code	Course Title
FIN 301	Financial Management <i><u>Prerequisite MGT 101; ACT 201</u></i>
Course Content	This course aims to study; The concept of financial management and its functions, Deficiencies in financial analysis, Cash cycle, The preparation of the cash flow statement, Asset Finance, estimated – Budget, Capital planning, cost of Capital, Capital structure and its components, costs and elements, financial data analysis; Liquidity and profitability, Cash and cash planning, The financial implications of depreciation, Evaluation of investment projects and Capital investment decisions .
FIN 302	Banking Management and Control <i><u>Prerequisite MGT 101</u></i>
Course Content	This course aims to study; Banks management systems relationship with the political, economic and social prevailing systems, what is the strategy? And its importance and its major components , The most important external and internal factors and considerations affecting the bank's strategies , The most important banking policies and its relationship with the bank's strategy , (• Bank resources development policies (property rights - deposits),(Bank management uses policies (liquidity - investment – credit) Other banking policies (Marketing banking - banking services) , The most important recent international developments in the field of banks management systems (merger - inclusive banks - modern branches) ,and The most important internal and external controlling methods over banks.
FIN 303	Principles of Investment <i><u>Prerequisite FIN 301</u></i>
Course Content	This course aims to : <ul style="list-style-type: none"> • Studying and analyzing the financial decision and recognizing the future, instant, actual, and financial fields of investment, Investment decision tools and its returns, risks, and the exchanging between its returns. • Calculating the fair price for the financial investment tools with a glance about the formation of the investment portfolios and measuring its risks, returns and managing it, some of the investment enterprises, sources of investment finance and its costs, methods of evaluating the actual investment alternatives.

FIN 401	Money Markets <u>Prerequisite FIN303</u>
Course Content	<p>This course aims to study</p> <ul style="list-style-type: none"> The types of money markets and their characteristics , policies of dealing in the money markets , Identifying the investment opportunities , Evaluation of investment alternatives , reading the information published in the specialized newspapers about the tools of working in it, predicting its movements and the various risks that the dealer in these markets could be exposed to , The efficiency of the money markets, its levels and the causes of inefficiency , Credit policies and the dimensions of the return and its role in the financial markets.
FIN 402	Financial Risk Management for Banking Systems <u>Prerequisite FIN 302</u>
Course Content	<p>This course aims to study;</p> <ul style="list-style-type: none"> Modern basic concepts related to the financial risks of banks and its types, financial risk measurement techniques, Management methods to reduce its impact, and Empirical studies are taken from real life.
FIN 403	Monetary and Credit Policies <u>Prerequisite FIN 302</u>
Course Content	<p>This course is designed to expose students to the concepts of Services and its dimensions</p> <p>Types of services and marketing divisions and characteristics</p> <p>Design and development of the service and control technique .</p> <p>Pricing services</p> <p>Distribution of direct and indirect services and management systems</p> <p>Promotion of services, the selection of the right tool to communicate and persuade</p> <p>Problems and applications to Marketing services such as banking and insurance services and tourism services Etc.</p>
FIN 404	Portfolios Management <u>Prerequisite FIN303; FIN401</u>
Course Content	<p>This course aims to study;</p> <ul style="list-style-type: none"> The concept of the Portfolio and the difference between it and the individual investment, forming the portfolios of securities and minimizing the overall risk, Securities portfolios under the resources allocation constraints, Capital asset pricing model and estimating the beta. , The market index model , auditing theory in the case of equilibrium, Investment funds, and evaluate the performance of the portfolio manager or investment funds.

FIN 405	Seminar in Banking Management and Money Markets <u>Prerequisite FIN 401</u>
Course Content	This course aims to get the student to know the most important, recent, unique topics in a discussion seminar so it can enhance his ability to make a basic research and a field research, his presentation techniques and skills, discussion and scientific reports preparation and research reports preparation according to the nature of the topic. The topic of the seminar is to be set by the course professor and the acceptance of the scientific department.
FIN406	International Banking Operations Management <u>Prerequisite FIN 302</u>
Course Content	- This course aims to study. The most important policies and operations of international banks, The international documentary credits , Clearing operations , Acampo operations, Choice of correspondent banks , Immediate international operating room , International loans , Cross-border and nationalities international banks and its most important activities , The relationship between the main centers of International banks and their branches. The importance of the central role of the decisions of the Basel Committee on International Banking Operations Management (Basel I) (Basel 2), and money laundry, international banks and debts crises.
FIN407	Stock exchanges Management <u>Prerequisite FIN 401</u>
Course Content	This course aims to; understand the nature of the stock market as a secondary market (another) to deal , Organizing the stock markets: the organizational structure and roles , Procedures for dealing in the stock market: the registration and operations of buying and selling , Brokerage houses, agents and securities dealers , Customer accounts and methods of cash purchases or on margin and purchasing orders , Electronic systems for dealing and Central saving , International stock exchange markets and market indicators and their uses, and The development of business skills as a broker in the stock exchange markets: the necessary qualifications and experience.
FIN408	Financing and investment Banking policies <u>Prerequisite FIN 303</u>
Course Content	This course aims to study; Banking Investment operations and requirement , Identify investment opportunities and promotions for it , Evaluating the banking investments feasibility and its projects (Economic priority – project's profitability – political considerations – volume of the available resources for the bank – investment form – investment volume), Financial investment activities and the securities

	portfolio management in the banks , Balance sheet analysis , General framework for the financial analysis rates, and Methods and the importance of comparison between business results, and writing final reports.
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Mathematics and Statistics Courses

Code	Course Title
STA 101	Principles of Mathematics
Course Content	The fields of employment the basics of Math in business management, quantitative methods in management ,The use of equations, inequalities, determinants and matrices in the analysis of problems and make administrative decisions, Partial fractions, Mathematical induction ,Sequences, functions and its applications ,Introduction to differentiation and integration.
STA 102	Statistics (1)
Course Content	The importance and uses of Statistics in the activities of companies and institutions, stages of statistical research and the types of samples, Collection, classification, analysis, display of data graphically, Measures of central tendency and dispersion, Measures of Skewness & kurtosis and their use for the analysis and presentation of data, Measures of correlation and regression and their uses in the preparation of research and studies, and statistical forecasting, Index numbers.
STA 201	Statistics (2) <u>Prerequisite STA102</u>
Course Content	Introduction to probabilities, the types of random variables, the characteristics of Expectations and variance, Discrete and continuous Probability distributions ,Test of Hypotheses and confidence intervals for the mean and the Proportion, Chi - square distribution and its applications, Partial and multiple correlation, the equation of Multiple regression and prediction.
STA 202	Mathematics of finance and Investment <u>Prerequisite STA101</u>
Course Content	The importance of studying mathematics of finance and investment, how to calculate the simple and compound interest, settlement of debts and calculating the premiums
STA 203	Insurance and Risk Management <u>Prerequisite STA101</u>
Course Content	The concept and the causes of risk, types of hazards and methods of measurement and management risks, types of insurance and risk categories, insurance contracts, Mathematics of social insurance, Risk Management and improvement the performance of individuals and organizations

STA 204	Operations Research <u>Prerequisite STA101</u>
Course Content	and decision-making research, the models used in operations research, scientific method of decision-making, decision tree, linear programming, sensitivity analysis, Goal programming , the transport, Assignment method, the analysis of Markov chains , Games theory, Inventory theory, operations research and the phenomenon of uncertainty in decision making

Law Courses	
Code	Course Title
LAW 101	Principles of Law
Course Content	<p>The Objective of this course is to identify the concept, the fields and characteristics of law, divisions and characteristics of legal rules, the sources of law, and the concept, pillars of the right and its subdivisions, personality and its advantages, the concept and pillars of the contract and conditions, the effects of the termination of contracts.</p> <p>Law theory and it includes Definition of the law, legal rules, divisions of law, the sources of law, applying the law and its interpretation. Right theory and it includes defining the right, dividing the right, the pillars of the right. Subject of the right, the right sources, directing the right.</p> <p>Commitment theory and it includes sources of commitment, the pillars of the contract, execution of the contract, and the provisions of the obligation.</p>
LAW 201	Commercial Law <u>Prerequisite LAW 101</u>
Course Content	The principles of commercial law and it includes: the theory of the commercial business work , the merchant and its terms, commercial business work , business premises, commercial companies, commercial paper. The principles of labor law include the regulatory framework for personal labor relations, applicable aspects of labor relations (Worker's obligations, employer obligations, means for ending the working relationship, stopping labor contract, termination of employment,).

Economic Courses	
Code	Course Title
ECN 101	Microeconomics
Course Content	<p>This course aims to study;</p> <ul style="list-style-type: none"> • Economic problem and its nature, Economic systems and their characteristics, Principles and rules of economic analysis of the phenomena with an emphasis on micro-economic issues (At the project level) the most important price-setting, Project theory, Market structure and the allocation of resources.
ECN 102	Macroeconomics <u>Prerequisite ECN 101</u>
Course Content	<p>This course aims to study:</p> <ul style="list-style-type: none"> • Principles and rules of economic analysis of the macro-phenomena at the level of the national economy The most important are: National income and gross national product, Unemployment, Inflation, recession, Money and Banking, Exchange rates, , Economic planning and development requirements , , International agreements and international trade.
ECN 201	Money and Banking <u>Prerequisite ECN102</u>
Course Content	<p>This course aims to;</p> <ul style="list-style-type: none"> • Identifying money , its types and origins / Money functions / supply and demand for money and the problem of inflation and recession , Monetary theories: classical and non-classical theory - the theory of Keynes , Central Bank: monetary policies, its management and its objectives and effectiveness / its relationship with financial policy , The international monetary system: burton woods agreement and the international monetary box, / currency Correction system and the most important types of correction systems / European Monetary System EURO ECU, the European unified processes, and The application of monetary concepts and theories: on domestic monetary conditions (Egypt) with the study of the problem of inflation and recession and to identify the reasons in order to face of these problems.



6. Program admissions:

To be considered for admission, prospective students should:

- Complete high school or an equivalent certificate accredited by the ministry of higher education.
- Completed 72 hours.

7. Regulatory Framework:

- In the beginning of each semester, the student can choose the courses from the list of courses that are available and he is allowed to add and drop a course or more.
- The faculty council is allowed to edit the course contents according to the scientific department suggestion.
- The faculty council is permitted to make the needed decisions to improve the student’s performance.

8. Assessment of student learning and progression:

Method	What achieved from ILOs
1. Quizzes	The ILOs of what have been studied.
2. Final Exams	
3. Assignments	

9. Program evaluation methods:

The Evaluator	The Method	The Sample
1. Senior students.	Questionnaires	25%
2. Graduates.	Questionnaires	25%
3. Business owners.	Questionnaires	10%
4. External evaluator or examiner.	Report	
5. Other methods.		

Program Coordinator: Dr. Awatif Ghazi

Date: 30/09/2015

**Nahda University
Faculty of Marketing and
Business Administration**



Quality Assurance Unit

Signature:

**Head of department: Prof. Abdel Hamid Naigm
Signature:**