



**Faculty of  
Business administration**

# **Student Guide**

## **Faculty of Business administration**

### **Academic Year 2020/2021**



# جيل جاهز لبكرة

أفضل خبرة عملية مع أحدث برامج المحاكاة

في كلية  
إدارة الأعمال  
بجامعة النهضة بنني سويف

التحق الآن  
**19206**

أول وأكبر جامعة خاصة بالصعيد منذ ٢٠٧

## Welcome to business administration

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## Dean word

**Dear students,**

On behalf of all our faculty, staff and students at the Faculty of Business Administration at Nahda University (NUB), I am pleased to welcome you to the faculty. The faculty of business administration at NUB is one of the most prominent private universities in Egypt that aims to qualify the graduates in a scientific and professional manner in line with the needs of the labor market to increase their employability. Our students learn to address many of society's most challenging problems. They learn to develop arguments based on the critical analysis of a broad range of sources, and they practice communicating their ideas effectively—and respectfully—to others.

The faculty grants a bachelor's degree in the following majors:

- Bachelor of Business Administration.
- Bachelor of Accounting.
- Bachelor of Marketing & E-Commerce.
- Bachelor of Management of Banking and Money Markets.

The Faculty of Business Administration at NUB mission is adopting an Enterprise and entrepreneurship education model that seeks to establish partnerships and protocols with major business organizations and nongovernmental organizations to provide an outstanding learning experience that engage and stretch students in the development and application of enterprise attributes by providing training opportunities and mutual visits that bond students with the industry and give them the opportunity to have a positive impact on people's life and community.

We are committed to providing a solid foundation in business and management within a hands-on, sustainable management, big data analysis, experiential learning environment with small classes and opportunities to co-operate or intern with major corporations throughout the region and to work with startup companies to learn about new trends in management and entrepreneurship.

My faculty colleagues and I welcome you to explore our Faculty. We are confident you will be inspired by what you see!

Sincerely,

**Prof. Dr. Ahmed Fathy Al-Khadrawi**  
**Acting Dean of the College of Faculty of Business Administration, NUB**

## Who are we?

Faculty of business administration, Nahda University.

The faculty's goal is to reinforce the students' abilities of the critical analysis, and applying the knowledge that makes the student independent. In addition, when the student is in need to know something more about some specific area, he can search about it by himself. Moreover, our goal is to reinforce the student's ability to get a job through reinforcing his ability to work in a team and communicate effectively. Above all this, the presentation skills and the needed awareness to work in a dynamic working environment, where the flexibility, creativity, and adaptability is necessary. The faculty aims to help the students to get a deep knowledge and understand the basic concepts and theories and the professional practice in business and economic fields. Moreover, preparing them to be effective leaders in their fields.

This goal means educating the students to be matures and responsible, so our prime goal is to provide to our students all the needed tools that shall enable them to interpret and analyze the current events efficiently. In addition, deal with the business environment effectively and efficiently through the continuous development of their analytical skills and motivating their ability to think.

## **Vision, mission, and strategic goals**

### **Vision:**

Egyptian college seeking to be international, distinctive in its performance and responsive to society needs. Able to attract the best students and a source of distinctive graduates. Center of scientific and research radiation in the society to occupy a leading position among the best colleges.

### **Mission:**

That the college be a distinct scientific and research center in business administration and entrepreneurship, capable of competing in the labor markets, by providing distinguished educational programs in accordance with national standards and providing training and consulting services that achieve sustainable development for society

### **Strategic goals:**

The college is working to achieve the following goals:

1. Preparing specialists in the areas of; Marketing, Business administration, Accounting, Banks and money markets management who are qualified with the theoretical and practical bases that enable them to compete locally and internationally in these specializations and its various branches.
2. Conducting creative researches in their specialization.
3. Providing scientific and practical consultations to different institutions and associations in their specialization.
4. Qualifying the faculty graduates according to the labor market needs in the areas of accounting, marketing, and information technology.
5. Being interested in the field training and creating job opportunities.
6. Organizing conferences and specialized workshops to improve the scientific level of the specialized staff.
7. Making scientific agreements with the equivalent associations on a domestic and international scale to exchange opinions and experiences and conducting researches in the different specializations.
8. Assuring the quality of the education process and developing it according to the society needs.
9. Providing and supporting scientific research and publication tools in the different specializations.
10. Being interested in the health, sport, social, and cultural care of the students.

## **Acceptance and registration**

### **Acceptance conditions:**

Students' nomination to the faculty is according to the acceptance conditions and regulations set by the supreme council of private universities and the university council.

The faculty accepts the following qualifications:

- The high school of both scientific and literary sections or any equivalent.
- The student has to pass the medical examination, which should prove that he/she is free from any contagious disease and fit to study in the faculty.

### **Students transfers:**

It is allowed to transfer the students into the faculty from other equivalent or inequivalent faculties or higher institutes in the graduation year only in case the student has earned the minimum score required to join the faculty without conflict with the rules and regulations set by the supreme council of private universities and the university council.

### **The transfer from other faculties and institutes:**

It is allowed to transfer the students registered in any other faculty or institute into the faculty from other equivalent or inequivalent faculties or higher institutes. This is doable only if the student has earned the minimum score required to join the faculty in his year of his graduation from the high school or in the admission year whichever is best for the student. Along with the consent of the faculty dean and without conflict with the rules and regulations set by the supreme council of private universities and the university council. In this case, the student's registration would be at the academic level that matches the number of the credit hours approved in his new academic transcript.

### **Accepting the students exceeding the maximum limit of fails:**

It is allowed to accept the students who have exceeded the maximum limit of fails into the faculty according to the following rules:

- If the student has earned the minimum score required to join the faculty in his year of his graduation from the high school or in the admission year whichever is best for the student.
- The student's registration would be at the academic level that matches the number of the credit hours approved in his new academic transcript.

### **Students transferring from the military faculties:**

It is allowed to accept the discharged students from the military faculties or the police academy if they are not discharged for disciplinary reasons. Also allowed to accept the discharged students for exceeding the maximum limits of fails and register them at the academic level that matches the number of the credit hours approved in his new academic transcript. This is doable only if the student has earned the minimum score required to join the faculty in his year of his graduation from the high school or in his discharging year or the admission year whichever is best for the student.

### **Enrollment and re-enrollment:**

It is allowed to enroll and re-enroll the students in the following cases:

- The freshman who has not complete his enrollment procedures for an acceptable excuse.
- The enrolled student who withdrew from the faculty and presented an excuse.
- The student who did not apply to any faculty in the year of obtaining his high school certificate or what's equivalent.
- In all means, any year spent by the student without being enrolled in any faculty is considered a year of fail.

### **Registration:**

The student has to register for the academic semester according to the academic calendar set by the university council after taking the opinions of the faculties and the acceptance and registration department and also any other relevant consideration according to the consent of the academic advisor, the departments heads and the dean or any commissioner of him.

The university prepares the annual academic calendar, announce it to the students and the different divisions of the university, and uploads it on the university website. In addition, the university council sets the late registration fees if it is permitted to the student.

## **Academic Programs**

### **Bachelor of Business Administration.**

#### **Why is It Unique?**

The Department of Business Administration was established in the first semester of the 2006-2007 academic years and began to offer a bachelor's degree in business administration since its establishment. The department is keen on excellence in teaching and scientific research to qualify its students with theoretical knowledge and practical application to meet the needs of the dynamic labor market locally and internationally.

The department also provides qualified cadres to provide training and consulting services in various fields of business management for the public and private sectors locally and internationally.

#### **The Vision:**

The Department of Business Administration aspires to be a pioneer in the field of education, scientific research and community service in line with the vision of the university and the college, and commensurate with the needs of the labor market.

#### **The mission:**

The department seeks to provide a scientific and professional environment with high quality in its specialties by attracting the highest competencies in the fields of education, training, consultancy and scientific research. In a manner that leads to the qualification of graduates with a high level of specialization and professionalism, and excellence in knowledge and basic skills that enable them to obtain their opportunities in the labor market meritoriously.

#### **The Objectives:**

- Providing students with the necessary understanding of business management from both theoretical and practical perspectives.
- Preparing students to pursue their higher studies.
- Rehabilitation and development of graduates of the department and provide them with the basic skills and knowledge that enable them to practice their professional life at the highest levels of professionalism.
- Adopting the principle of quality in enhancing the basic knowledge of students in the field of business administration.

## **Bachelor of Accounting:**

### **Why is It Unique?**

The accounting department introduces a complete academic plan represented in 122 credit hours that consists of various courses in various areas on the scale of the department, faculty, and university. These courses seek to provide the student with the needed knowledge, skills, and practical experience to be able to enter the labor market in the different administrative positions in the different institutions of both the public and private sectors. Also in the training and consultation and auditing.

The plan approved by the department focuses on improving the student's skills in the field of accounting using the computer, English language, and scientific research. As there are, some courses introduced in English and studied in computer labs using specialized professional accounting software.

### **The Vision:**

To be the preferred choice in teaching accounting and scientific research for students and Faculty Members.

### **The mission:**

Providing excellent accounting education for students who can successfully compete in the market and pursue their higher studies, and provide the appropriate environment conducive to scientific research in the field of accounting.

### **The Objectives:**

- To provide students with the necessary understanding of accounting in both theoretical and practical terms.
- Prepare students to work in different fields of business.
- Preparing students to pursue their higher studies.
- Developing the skills of continuous education and community service for students.
- Developing scientific research in the field of accounting for both students and faculty members.
- Community service.

## **Bachelor of Marketing and E-Commerce:**

### **Why is It Unique?**

Marketing is a specialized scientific field aimed at providing students with the necessary skills and knowledge to enable them to deal effectively with the reality of the pension in the modern business environment and the developments and developments in the field of marketing. The Department of Marketing offers its students an integrated study plan of 122 credit hours, including materials in various fields at the university, college and department levels. The department provides students with the necessary knowledge and skills for the needs of the labor market, especially in English language skills, computer use and scientific research. The students also perform field training in companies working in different business sectors, the feedback received by students from this field training helps to review and update our academic programs. Graduates in this specialization can work in various fields of specialization in public and private sector institutions that carry out their traditional and electronic marketing activities.

### **The Vision:**

To be the center of excellence and excellence in providing a distinctive educational experience for marketing students locally and regionally.

### **The Mission:**

Providing a unique educational experience for students through the development of modern curricula in various marketing fields, taught by competent professors and working on the graduation of active models of graduates to the labor market.

### **The Objectives:**

- Providing students with the required skills and knowledge to understand the theories related to different marketing fields.
- Enabling students to develop a wide range of practical skills in marketing.
- Graduation of his application technically and intellectually qualified to build a distinguished business life in the field of marketing.
- Qualifying students to deal with marketing issues related to the real labor market.
- Motivating students to work hard and self-motivated and desire to excel in a way that enables them to achieve future development in the work environment.

## **Bachelor of Management of Banking and Money Markets:**

### **Why is It Unique?**

Management of Banks and Capital Markets A specialized scientific field aimed at providing students with diverse knowledge and practical skills that enable them to interact effectively with the modern business environment by linking financial, economic and business concepts in banks, financial markets and cash. The department offers a study plan of (122) credit hours, including materials in a variety of fields at the university, college and department levels. The Department is working on developing and updating its study plan to keep pace with distinguished foreign and Arab universities, especially in the fields of computer and English language in the field of teaching, and giving increasing importance to the scientific research of faculty members and student.

Graduates in this specialization can enroll in various public and private sector institutions, including banking institutions from central banks, commercial banks, insurance companies, investment companies and other financial institutions. And enable them to pursue higher education in Arab and foreign universities.

### **The Vision:**

The Department of Banking and Capital Markets should be at the forefront of the banking and finance departments in the region, with a commitment to excellence in the three main pillars of university education: teaching, research and community service.

### **The mission:**

To achieve this vision, we direct our activities to achieve the following message: - Offering outstanding quality and high quality education to students. Developing the capacity of faculty members of the department. - Evaluate the results of the department in terms of the extent of success of graduates in the performance of their work.

### **The Objectives**

- Preparing highly qualified graduates who can compete with other university students and are able to pursue graduate studies and enter the labor market easily.
- Keeping abreast of global and local developments in the financial fields.
- Increasing the ability to think and creativity for students of the department.
- Developing student technological skills related to investment and markets.
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## Course Descriptions

### First: University Requirements:

Code	Course Name
<b>ENG 111</b>	<b>English(1)</b>
<b>Course content</b>	Eng.111 has been designed to assist students in developing their speaking, listening, reading and writing skills and to provide students with the components necessary to communicate effectively. It helps to create well-organized and grammatically correct paragraphs. The course covers contemporary, real-world topics that are relevant to students' lives. It uses high-interest themes to integrate speaking, grammar, vocabulary, pronunciation, listening, reading and writing. The underlying philosophy of the course remains that language is best learned when it is used for meaningful communication.
<b>ENG 112</b>	<b>English(2)</b>
<b>Course content</b>	Eng. 112 has been designed to assist students in developing their academic writing skills and to provide students with an understanding of academic English. It also helps to build students communicative competence. This course examines basic principles of effective college-level writing skills through drafting and revising sentences, paragraphs, and essays. It takes intermediate students through the detailed step-by-step process of turning a paragraph into a short essay to ensure successful competency and bridge any potential gaps including narration, cause and effect, compare and contrast, definition, and argumentation.
<b>ENG113</b>	<b>English(3)</b>
<b>Course content</b>	Eng. 113 has been designed to assist students in developing proper research essay techniques and to provide students with an understanding of academic English. It also helps to foster the communicative competence with topics and skills useful in a variety of setting. This course with a structured approach to academic reading and writing will train students to look at topics from various points of view leading to a more advanced way of organizing ideas and writing about them in a structured, coherent way. It enhances critical reading and academic writing skills that will help them to construct their research project.

<b>Code</b>	<b>Course Name</b>
<b>REM 101</b>	<b>Logical thinking and scientific research</b>
<b>Course content</b>	The course aims to study the concept and characteristics of logical thinking, methods and methods of thinking, coherence and projection, types and objectives of scientific research, the concept and characteristics of scientific research, stages and steps and methodology of scientific research, and criteria and controls for employing scientific research to serve community issues.
<b>HUM 101</b>	<b>human rights</b>
<b>Course content</b>	This course aims at understanding the historical background of human rights. Constitutions and the protection of human rights, the crisis of rights and public freedoms in contemporary political and global systems and the political, social, economic and technical causes of this crisis, Assessing the role and activities of international organizations in the protection of human rights, and Egyptian constitution and human rights in Egypt.
<b>ETS 401</b>	<b>Professional ethics</b>
<b>Course content</b>	This course aims to study the dimensions of moral behavior (cognitive, emotional, and behavioral), the aspects of moral growth (knowledge - attitudes - values, ethical principles and behavioral habits - social and personal skills), and methods of moral education.
<b>SYS 101</b>	<b>computer skills</b>
<b>Course content</b>	<p>This course aims to teach computer skills so that students can use computer technology in their daily lives, this course helps to familiarize with the basics of computers, internet use, e-mail and CV, This course consists of five parts:-</p> <ul style="list-style-type: none"> <li>• Computer Basics.</li> <li>• Internet and World Wide Web.</li> <li>• Production programs.</li> <li>• Security and privacy of the computer.</li> </ul> <p>The course aims to help students obtain the International Computer Driving License (ICDL).</p>

## **Second: Management Department Courses:**

<b>Code</b>	<b>Course Name</b>
<b>MGT 101</b>	<b>Principles of management</b>
<b>Course content</b>	This course aims to study the concept, nature and importance of management, Administrative thought schools, theories of different organization and its evolution, The course aims to familiarize students with the basic concepts of the functions of the manager such as planning, organizing, directing and supervising, as well as familiarity with the functions of the organization, namely, production, marketing, finance, human resources, procurement and facilities, as well as organizational development, competency development, Systems design and business evidence - development of decision-making skills.
<b>MGT 102</b>	<b>Organizational Behavior</b>
<b>Course content</b>	This course aims to introduce students to the basic concepts of the behavior of the organization at three levels: the individual, the group and the official organization, and focus on the most important organizational developments and problems of organization and training on the practical applications of different theories of organizational behavior and focus on patterns of leadership and motivation and teamwork and administrative participation at the level of formal and informal organization.
<b>MGT 201</b>	<b>Production and Operations Management</b>
<b>Course content</b>	This course aims to study the basic principles of the concept of production and operations, and aims to familiarize students with how to develop the production systems, design the production system, organizational aspects of the industrial project, planning the production process, operating economics, operations research and use in the field of production, determining the production capacity of the industrial project, quantity quality in the production process.

<b>Code</b>	<b>Course Name</b>
<b>MGT 202</b>	<b>Materials Management</b>
<b>Course content</b>	This course aims to understand the nature and dimensions of the procurement and storage functions, needs assessment, provision of requirements and approval of purchasing decision, follow-up of requirements, knowledge and negotiation of the procurement process, controls and procedures for receipt and disbursement of inputs and their return, monitoring and evaluation of procurement and warehousing operations, procurement and warehousing policies and regulations, external procurement, import regulations and customs rules.
<b>SYS 202</b>	<b>Management information systems</b>
<b>Course content</b>	Information system concept, system components and relationships, data, information and knowledge, information quality, business systems requirements, challenges facing business professionals in information time and globalization, framework and method of systems analysis From the business point of view, understanding the role of information technology: computers, software, communications and networks, types of information systems and needs of different levels of management, characteristics of employees of information systems and their careers. Study of diverse examples of information systems.
<b>MGT 301</b>	<b>Human Resources Management</b>
<b>Course content</b>	This course aims at introducing students to the general basics of human resource management, human resource as one of the determinants of productivity in business organizations, as well as the basic functions of human resources management, which include: human resources planning, Selection and placement functions, promotion and transfer, methods of motivating individuals, performance appraisal, human resource development, job descriptions and assessment, wage structure and incentives. Familiarity with the importance of the strategic role of human resources.

<b>Code</b>	<b>Course Name</b>
<b>MGT 302</b>	<b>Management of specialized establishments</b>
<b>Course content</b>	This course aims at understanding the nature and characteristics of specialized establishments, management organization in specialized establishments, petroleum installations, tourism establishments, banks and insurance companies, construction and contracting companies, and other specialized establishments.
<b>MGT 303</b>	<b>Change management and organizational development</b>
<b>Course content</b>	This course aims to study planned change and economic and social development. The nature of the change process and its impact on existing administrative systems. Key concepts and realities of change, areas of change in the organization, OD entries, resistance to change, attitudes and methods of the OD consultant in bringing about change.
<b>MGT 305</b>	<b>Public administration</b>
<b>Course content</b>	The purpose of this course is to identify the nature of the administration and the role of the state in modern society, the foundations of state organization, the characteristics of the administrative administration, the requirements of effective government administration of the national economy.
<b>MGT 306</b>	<b>Small Business Management</b>
<b>Course content</b>	The purpose of this course is to study what small projects are, their importance and characteristics, and the areas of work of small enterprises, how to create small projects, small project organization, financial aspects of the small project, marketing in small enterprises - family organizations, their characteristics and determinants, strategic planning of the small project.
<b>MGT 401</b>	<b>International Business management</b>
<b>Course content</b>	This course aims to study the concept and characteristics of the international environment for business enterprises, multinational corporations, the practice of planning function at the international level, decision-making under international business management, the impact of international conventions on international business management.
<b>MGT 402</b>	<b>Management policies and strategies</b>
<b>Course content</b>	The objective of this course is to study the concept and characteristics of administrative policies, the concept and characteristics of management strategies, strategic planning and administrative work, environmental analysis, policy and strategy development, assessment of the internal environment of the organization, identification of opportunities and threats, strengths and weaknesses as well as concepts of vision, mission and objectives, Criteria for differentiation between alternative policies and strategies, the role of policies and strategies in achieving objectives.

<b>Code</b>	<b>Course Name</b>
<b>MGT 403</b>	<b>Feasibility study and project evaluation</b>
<b>Course content</b>	This course aims to study the concept and characteristics of feasibility studies of projects, scientific methodology in various feasibility studies of projects, preliminary study and identification of investment opportunities, marketing study and assessment of investment gap, technical and engineering study, estimation of production and operating costs, financial and economic studies.
<b>MGT 405</b>	<b>Negotiation Management</b>
<b>Course content</b>	This course aims to study the concept and characteristics of negotiation, the general framework of the negotiating process, preparation for negotiation, the main qualities and skills of the successful negotiator, negotiation strategies and tactics, time investment in negotiation, negotiation in international transactions, consultations and mediation and arbitration in negotiations, Practical labs in negotiation.
<b>MGT 406</b>	<b>Seminar in Management</b>
<b>Course content</b>	This course aims to introduce the student to the most important modern topics or a special nature in the form of a panel discussion where he develops his ability to research and field presentation and discussion, and the preparation of the scientific report according to the nature of the subject. The subject of the seminar shall be determined by the professor of the article and approved by the scientific department.
<b>MGT 408</b>	<b>Crisis Management</b>
<b>Course content</b>	This course aims at studying the concept of crisis management, identifying and evaluating the environmental variables that generate crises, reporting risks and how to manage them. Introduction to crisis management planning, strategic leadership in times of crisis. Media as an influential factor in crisis management, early warning systems, detection of warning signals in the crisis, applications and examples of crises and problems of reality and the methods used to address them.

### Third: Accounting department courses:

Code	Course title
ACT 101	<b>Principle of accounting</b>
<b>Course content</b>	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.
ACT 102	<b>Intermediate Accounting (1)</b> <b>Prerequisite ACT 101</b>
<b>Course content</b>	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.
ACT 201	<b>Corporate Accounting</b> <b>Prerequisite ACT 102</b>
<b>Course content</b>	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	<b>Intermediate Accounting (2)</b> <b>Prerequisite ACT 101</b>
<b>Course content</b>	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.

<b>ACT 301</b>	<b>Managerial accounting</b> <b>Prerequisite ACT 201</b>
<b>Course content</b>	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.
<b>ACT 302</b>	<b>Tax Accounting (1)</b> <b>Prerequisite ACT202</b>
<b>Course content</b>	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.
<b>ACT 303</b>	<b>Governmental accounting</b> <b>Prerequisite ACT 101</b>
<b>Course content</b>	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.
<b>ACT 304</b>	<b>Auditing (1)</b> <b>Prerequisite ACT 101</b>
<b>Course content</b>	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.

<b>ACT 305</b>	<b>Bank Accounting</b> <b>Prerequisite ACT 202</b>
<b>Course content</b>	<p>This course includes:</p> <ul style="list-style-type: none"> <li>• Definition of banks, their kinds and functions.</li> <li>• Documentary and accounting treatment of technical departments in the commercial banks.</li> <li>• The provisions in banks.</li> <li>• The deposits.</li> <li>• Clearing department.</li> <li>• Commercial papers department.</li> <li>• Securities department.</li> <li>• Letters of guarantee departments.</li> <li>• Documentary credits department.</li> <li>• The recent electronic payment tools.</li> <li>• Financial statements in commercial banks.</li> <li>• Measuring the financial risks in banks.</li> </ul>
<b>ACT 306</b>	<b>Tax Accounting (2)</b> <b>Prerequisite ACT302</b>
<b>Course content</b>	<p>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.</p>

<b>ACT 307</b>	<b>Accounting theory</b> <b>Prerequisite ACT 101</b>
<b>Course content</b>	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.
<b>ACT 308</b>	<b>Accounting For Specialized Institutions</b> <b>Prerequisite ACT202</b>
<b>Course content</b>	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.
<b>ACT 401</b>	<b>Cost Accounting (1)</b> <b>Prerequisite ACT 201</b>
<b>Course content</b>	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.
<b>ACT 402</b>	<b>Auditing (2)</b> <b>Prerequisite ACT304</b>
	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.
<b>ACT 403</b>	<b>International Accounting</b> <b>Prerequisite ACT202</b>
<b>Course content</b>	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.
<b>ACT 404</b>	<b>Cost Accounting (2)</b> <b>Prerequisite ACT301</b>
<b>Course content</b>	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

<b>ACT 405</b>	<b>Accounting Information Systems</b> <b>Prerequisite ACT 101</b>
<b>Course content</b>	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.
<b>ACT 406</b>	<b>Advanced Accounting</b> <b>Prerequisite ACT202</b>
<b>Course content</b>	<p>This course contains:</p> <ul style="list-style-type: none"> <li>• Accounting for the merger and admission transactions.</li> <li>• Preparing the financial statements at the acquisition date and at a later date.</li> <li>• The social and environmental accounting problems.</li> <li>• The accounting standards and its evolution.</li> <li>• The effect of the fluctuations in the public prices on the financial statements.</li> </ul>

#### Fourth: Marketing and E-commerce department courses:

Code	Course title
<b>MRK 201</b>	<b>Principles of Marketing</b> <b>Prerequisite MGT 101</b>
<b>Course content</b>	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.
<b>MRK 202</b>	<b>Institutions and International Trade Systems</b> <b>Prerequisite ECN102</b>
<b>Course content</b>	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"> <li>• The globalization of capital and money markets, integrated economies</li> <li>• Knowledge of global institutions</li> <li>• The international Bank and its role in developing International Monetary Fund and the stabilization investigation to Exchange rates</li> <li>• The international Trade Organization (Provisions – Effects).</li> <li>• International economic Conglomerates</li> <li>• Arab economic integration</li> </ul>
<b>MRK 301</b>	<b>Introduction to E-Commerce</b> <b>Prerequisite SYS204&amp; MRK201</b>
<b>Course content</b>	this course is designed to expose students to basic knowledge of e-commerce systems Basic concepts of e-commerce infrastructure E-commerce software <ul style="list-style-type: none"> <li>• Security threats for e-commerce</li> <li>• Electronic payment systems Procurement strategies</li> <li>• E-commerce environment: legal and taxes</li> </ul>

<b>MRK 302</b>	<b>Marketing Research</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<ul style="list-style-type: none"> <li>• This course introduces students to the concept and importance of marketing research</li> <li>• Methodological steps for the preparation of marketing research</li> <li>• Methods of data collection and compilation</li> <li>• Review, scheduling, coding and data analysis</li> <li>• Techniques and measurement methods</li> <li>• Types of statistical sampling</li> <li>• Results conclusions and preparing reports</li> </ul>
<b>MRK 303</b>	<b>Sales Management</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<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:</p> <ul style="list-style-type: none"> <li>• The sales process stages</li> <li>• Sales management in terms of defining the characteristics of the sales man , the procedures for recruitment, selection and appointment</li> <li>• Training and motivation of sales men</li> <li>• Compensation systems (wages and salaries) and bonuses for salesmen</li> <li>• Division and identify sale areas and sales quotas, supervision and following-up</li> </ul> <p>Performance evaluation of sales men, suggestions for performance development.</p>
<b>MRK 304</b>	<b>Marketing of Services</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<p>This course is designed to expose students to the concepts of Services and its dimensions :</p> <ul style="list-style-type: none"> <li>• Types of services and marketing divisions and characteristics</li> <li>• Design and development of the service and control technique Pricing services</li> <li>• Distribution of direct and indirect services and management systems</li> <li>• Promotion of services, the selection of the right tool to communicate and persuade</li> <li>• Problems and applications to Marketing services such as banking and insurance services and tourism services .... Etc.</li> </ul>

<b>MRK 305</b>	<b>Marketing of Banking Services</b> <b>Prerequisite MRK201; SYS202</b>
<b>Course content</b>	<p>This course is designed to expose students to the basic concepts of Marketing of banking services Analysis banking services environment</p> <p>Analysis the nature of banking services :</p> <ul style="list-style-type: none"> <li>• Development and management of banking products</li> <li>• Pricing for banking services</li> <li>• Distribution and promotion decisions for banking services</li> <li>• Implementation and marketing control in profession of banking services.</li> </ul>
<b>MRK 306</b>	<b>Product Management</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<p>This course will expose students to the nature and duties of Product Management :</p> <ul style="list-style-type: none"> <li>• Products definition and characteristics of new products</li> <li>• Planning Steps and development of new product</li> <li>• Strategies and Marketing programs for the new products</li> <li>• Adopt a new product concept and stages Product Lifecycle Management</li> </ul>
<b>MRK 307</b>	<b>Marketing Information Systems</b>
<b>Course content</b>	<ul style="list-style-type: none"> <li>• The concept of marketing information systems and their relationship with other administrative information systems</li> <li>• Elements and components for Information System Marketing</li> <li>• Marketing Research System</li> <li>• System of Marketing Intelligence</li> <li>• Types of marketing information and its sources</li> <li>• Role of marketing information system, In the planning and control of marketing activities</li> <li>• Role of marketing information system in decision making</li> </ul>

<b>MRK 401</b>	<b>International Marketing</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<p>This course will expose students to the nature and importance of international marketing :</p> <ul style="list-style-type: none"> <li>• Theories of international environment and international trade</li> <li>• Strategies to choose international markets</li> <li>• Information for the resolutions of international marketing</li> <li>• Access to international markets strategies</li> <li>• Develop appropriate marketing mix In terms of products, prices, distribution, and promotion</li> <li>• The problems and challenges facing the international marketing and the appropriate methods to deal with it.</li> </ul>
<b>MRK 402</b>	<b>Marketing Communication</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<p>This course will expose students to the concepts of Promotion mix and its objectives :</p> <ul style="list-style-type: none"> <li>• How to design an integrated promotional combination with other elements of the marketing mix.</li> <li>• How to design advertisement, advertisement management plan and advertising campaign</li> <li>• The role of personal selling and its objectives in the promotional mix The promotion of sales, its characteristics and performance evaluation How to take advantage of promotional publication as a promotional tool.</li> <li>• Assessment of promotional activity and increase the efficiency of its performance</li> </ul>
<b>MRK 403</b>	<b>Strategic Marketing</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<p>This course is designed to expose students to the marketing planning and strategic components Selecting the mission and vision of environmental analysis and competitive position of the organization</p> <ul style="list-style-type: none"> <li>• Development of strategic plans for the target market segments</li> <li>• Market analysis methods</li> <li>• Marketing mix management at different sectors</li> <li>• Management efforts to achieve competitive advantages and competitive marketing quota.</li> <li>• Follow-up and evaluation of the Strategic Plan</li> </ul>

<b>MRK 404</b>	<b>Consumer's Behavior</b> <b>Prerequisite MRK201</b>
<b>Course content</b>	<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 The Uses of consumer behavior studies to increase the efficiency of the institution to serve their clients.</p>
<b>MRK 405</b>	<b>Seminar on Marketing and E-Commerce</b> <b>Prerequisite MRK301; MRK401</b>
<b>Course content</b>	<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>
<b>MRK 406</b>	<b>Electronic Business Systems</b>
<b>Course content</b>	<ul style="list-style-type: none"> <li>• This course seeks to introduce the student to the contemporary topics in the form essential knowledge and the technological understand of developing and implementing e-business and its covered :</li> <li>• Introduction in electronic business systems</li> <li>• Frame work of electronic business systems</li> <li>• Strategic of electronic business systems</li> <li>• Plan of electronic business systems</li> <li>• Developments electronic business systems</li> <li>• Database systems and data communications network</li> </ul>

## Fifth: Banking and Finance Courses:

Code	Course Title
<b>FIN 301</b>	<b>Financial Management</b>
<b>Course Content</b>	<p>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 .</p>
<b>FIN 302</b>	<b>Banking Management and Control</b>
<b>Course Content</b>	<p>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 ,</p> <ul style="list-style-type: none"> <li>• (Bank resources development policies (property rights - deposits)</li> <li>• ( Bank management uses policies (liquidity - investment – credit)</li> <li>• Other banking policies (Marketing banking - banking services) ,</li> </ul> <p>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.</p>
<b>FIN 303</b>	<b>Principles of Investment</b>
<b>Course Content</b>	<p>This course aims to :</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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,</li> <li>• Sources of investment finance and its costs, methods of evaluating the actual investment alternatives.</li> </ul>

<b>FIN 304</b>	<b>Banking Information System</b>
<b>Course Content</b>	<p>This course aims to :</p> <ul style="list-style-type: none"> <li>• The concept of the banking information system and its relationship with other administrative information systems.</li> <li>• System components and banking information.</li> <li>• Applications of information systems in the fields and activities of financial organizations (banks) in the areas of current accounts, deposits, loans, documentary credits and investment banking</li> <li>• Applications of administrative information systems related to personnel affairs, documentary courses, storage and archiving of information and others.</li> </ul>
<b>FIN 401</b>	<b>Money Markets</b>
<b>Course Content</b>	<p>This course aims to study</p> <ul style="list-style-type: none"> <li>• The types of money markets and their characteristics ,</li> <li>• policies of dealing in the money markets ,</li> <li>• Identifying the investment opportunities ,</li> <li>• Evaluation of investment alternatives ,</li> <li>• 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 ,</li> <li>• 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.</li> </ul>
<b>FIN 402</b>	<b>Financial Risk Management for Banking Systems</b>
<b>Course Content</b>	<p>This course aims to study :</p> <ul style="list-style-type: none"> <li>• Modern basic concepts related to the financial risks of banks and its types,</li> <li>• financial risk measurement techniques,</li> <li>• Management methods to reduce its impact,</li> <li>• Empirical studies are taken from real life.</li> </ul>

<b>Code</b>	<b>Course Title</b>
<b>FIN 402</b>	<b>Financial Risk Management for Banking Systems</b>
<b>Course Content</b>	<p>This course aims to study :</p> <ul style="list-style-type: none"> <li>• Modern basic concepts related to the financial risks of banks and its types,</li> <li>• financial risk measurement techniques,</li> <li>• Management methods to reduce its impact,</li> <li>• Empirical studies are taken from real life.</li> </ul>
<b>FIN 403</b>	<b>Monetary and Credit Policies</b>
<b>Course Content</b>	<p>This course aims to :</p> <ul style="list-style-type: none"> <li>• This course is designed to expose students to the concepts of Services and its dimensions</li> <li>• Types of services and marketing divisions and characteristics</li> <li>• .Design and development of the service and control technique Pricing services</li> <li>• Distribution of direct and indirect services and management systems</li> <li>• Promotion of services, the selection of the right tool to communicate and persuade</li> </ul> <p>Problems and applications to Marketing services such as banking and insurance services and tourism services .... Etc.</p>
<b>FIN 404</b>	<b>Portfolios Management</b>
<b>Course Content</b>	<p>This course aims to study ;</p> <ul style="list-style-type: none"> <li>• The concept of the Portfolio and the difference between it and the individual investment,</li> <li>• forming the portfolios of securities and minimizing the overall risk,</li> <li>• Securities portfolios under the resources allocation constraints,</li> <li>• Capital asset pricing model and estimating the beta. ,</li> <li>• The market index model ,</li> <li>• auditing theory in the case of equilibrium, Investment funds,</li> <li>• Evaluate the performance of the portfolio manager or investment funds.</li> </ul>

<b>Code</b>	<b>Course Title</b>
<b>FIN 405</b>	<b>Seminar in Banking Management and Money Markets</b>
<b>Course Content</b>	<p>This course aims to study:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• The topic of the seminar is to be set by the course professor and the acceptance of the scientific department.</li> </ul>
<b>FIN 406</b>	<b>International Banking Operations Management</b>
<b>Course Content</b>	<p>This course aims to study :</p> <ul style="list-style-type: none"> <li>• The most important policies and operations of international banks</li> <li>• The international documentary credits</li> <li>• Clearing operations</li> <li>• Acampo operations</li> <li>• Choice of correspondent banks</li> <li>• Immediate international operating room</li> <li>• International loans</li> <li>• Cross border and nationalities international banks and its most important activities</li> <li>• The relationship between the main centers of International banks and their branches</li> <li>• 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</li> </ul>
<b>FIN 407</b>	<b>Stock exchanges Management</b>
<b>Course Content</b>	<p>This course aims to:</p> <ul style="list-style-type: none"> <li>• understand the nature of the stock market as a secondary market (another) to deal ,</li> <li>• Organizing the stock markets: the organizational structure and roles ,</li> <li>• Procedures for dealing in the stock market: the registration and operations of buying and selling ,</li> <li>• Brokerage houses, agents and securities dealers ,</li> <li>• Customer accounts and methods of cash purchases or on margin and purchasing orders ,</li> <li>• Electronic systems for dealing and Central saving ,</li> </ul>

	<ul style="list-style-type: none"> <li>• International stock exchange markets and market indicators and their uses,</li> <li>• The development of business skills as a broker in the stock exchange markets: the necessary qualifications and experience the importance of comparison between business results, and writing final reports.</li> </ul>
<b>FIN 408</b>	<b>Financing and investment Banking policies</b>
<b>Course Content</b>	<p>This course aims to study:</p> <ul style="list-style-type: none"> <li>• Banking Investment operations and requirement ,</li> <li>• Identify investment opportunities and promotions for it ,</li> <li>• 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),</li> <li>• Financial investment activities and the securities portfolio management in the banks</li> <li>• Balance sheet analysis ,</li> <li>• General framework for the financial analysis rates,</li> <li>• Methods and The market index model.</li> <li>• Auditing theory in the case of equilibrium, Investment funds, evaluate the performance of the portfolio manager or investment funds.</li> </ul>

## Sixth: Mathematics and Statistics Courses:

Code	Course Title
<b>MAT 101</b>	<b>Principles of Mathematics</b>
<b>Course Content</b>	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.
<b>SAT 102</b>	<b>Statistics (1)</b>
<b>Course Content</b>	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.
<b>SAT 201</b>	<b>Statistics (2)</b> <b><u>Prerequisite SAT102</u></b>
<b>Course Content</b>	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.
<b>SAT 202</b>	<b>Mathematics of finance and Investment</b> <b><u>Prerequisite SAT101</u></b>
<b>Course Content</b>	The importance of studying mathematics of finance and investment, how to calculate the simple and compound interest, settlement of debts and calculating the premiums
<b>SAT 203</b>	<b>Insurance and Risk Management</b> <b><u>Prerequisite SAT101</u></b>
<b>Course Content</b>	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
<b>MGT 304</b>	<b>Operations Research</b> <b><u>Prerequisite SAT101</u></b>
<b>Course Content</b>	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

## Seventh: Law Courses:

Code	Course Title
<b>LAW 101</b>	<b>Principles of Law</b>
<b>Course Content</b>	<p>This course aims to Study :</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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. Commitment theory and it includes sources of commitment, the pillars of the contract, execution of the contract, and the provisions of the obligation.</li> </ul>
<b>LAW 201</b>	<b>Commercial Law</b>
<b>Course Content</b>	<p>This course aims to Study :</p> <ul style="list-style-type: none"> <li>• 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,).</li> </ul>
<b>LAW 401</b>	<b>Legal aspects and security in e-commerce</b>
<b>Course Content</b>	<p>This course aims to Study :</p> <ul style="list-style-type: none"> <li>• International and domestic legal aspects governing e-commerce dealing systems.</li> <li>• Contracting and methods of payment and settlement of disputes.</li> <li>• Commercial Arbitration.</li> <li>• Secure the customers with the e-commerce network in terms of offers, purchase orders and payment methods.</li> <li>• Security and safety of buyers and sellers.</li> </ul>

## **Eighth: Economics Courses:**

<b>code</b>	<b>course name</b>
<b>ECN 101</b>	<b>Principles of Microeconomics</b>
<b>Course Content</b>	The economic problem and its nature, the economic systems and their characteristics, Principles and rules of economic analysis of phenomena with concentrating on microeconomic issues (at the project level) And the most important is determining prices, project theory, market structure, and resource allocation.
<b>ECN 102</b>	<b>Principles of Macroeconomics</b>
<b>Course Content</b>	Principles and rules of economic analysis of total phenomena (at the level of the national economy) And the most important, National income and national product, unemployment, inflation, depression, money and banking, exchange prices, economic planning and development requirements, international agreements and international trade.
<b>ECN 201</b>	<b>Money and banking</b>
<b>Course Content</b>	Money: definition of money, types and origin / functions of money / supply and demand on money and the problem of inflation and depression. Cash theories: classical and non-classical theory - Keynes theory. Central Bank: Monetary policy, management, objectives and effectiveness, Its relationship to fiscal policy. International Monetary System: bortton woods agreement, The International Monetary Fund, Currency system and the most important types of calendar / European monetary system EURO ECU, European Union Process. Application of monetary concepts and theories: On the local monetary conditions (Egypt) with studying the problem of inflation and depression and identifying the reasons to confront these problems.

## Academic Advising /Registration

Each student shall have an academic advisor who will plan his / her academic program, and supervise its implementation, monitor his / her performance, and assist in solving his / her academic problems, from the beginning of enrollment until graduation.

## Study burden

The study burden is the total number of credit hours that students are allowed to enroll in the semester so that it can be:

The minimum number of credit hours that **students** are allowed to enroll in the first and second semester is (9 credit hours) and may be reduced to the student on the recommendation of the academic advisor, and the approval of the head of the department council and the dean of the faculty, if he has an acceptable excuse in the cases like **graduation** or stumbling and with the approval of the University Council.

Maximum number of credit hours that students allowed to study in the first and second semester (19 credit hours).

The student may register three additional credit hours than the maximum number of credit hours in the following cases:

- If his / her GPA (3.3 or higher)
- The student in the second level or higher.
- If his / her graduation depends on it.
- For the summer semester, the maximum number of hours a student is allowed to register (7 credit hours) and can be increased to 9 credits for graduation cases only.

## Services and facilities provided by Nahda University (NUB):

Department of Information Technology - English Language Program - Student Support Unit - Scientific Research Center - Quality Assurance Unit - E-Learning Support Unit - Email to students – Library - University Dental Hospital - Computer lab and Internet - Special Studio for mass communication faculty - Restaurant and cafeteria - football stadium - Industrial lake – chess - Mini bus inside the university - the digital library.

## Quality Assurance Unit

### The mission:

The Quality Assurance Unit aims to promote a culture of quality assurance and performance assessment at all levels of the University and the research activities and services provided by the College. The unit also seeks to commit to the standards set by the National Authority for Quality Assurance and Accreditation in Education. In addition, the unit seeks to continuously improve the level of academic performance, to raise the level of competencies and competitiveness of college graduates and to gain the confidence of our stakeholders, with the intention of achieving a comprehensive system of quality assurance and accreditation.

### Strategic goals:

The Quality Assurance Unit aims to adopt performance evaluation and follow-up mechanisms at all levels of the University, as well as the level of research activities and services provided by the College, while complying with NARS standards to achieve the mission and goals of the College by:

- Ensure that all NARS standards and requirements are met. Help the faculty develop a quality assurance system that will lead to their credence.
- Promote the concepts and culture of quality among faculty members and staff in different departments of the faculty, thus achieving excellence in performance.
- Develop and strengthen the college's institutional and human resources, in a way that allows the faculty to succeed, through specialized training programs.
- Establish an internal performance review system for all academic and research activities, administrative functions, and services; to ensure that the objectives of the faculty are met and their results are improved.
- Improve the quality of academic programs for the faculty, thus improving the qualifications of graduates and increasing their competitiveness.
- To strengthen the system of research activities by adopting a comprehensive research plan to ensure cooperation between different departments, solve the problems of the society scientifically and occupy the rank among international institutions.
- Developing community services to ensure the provision of quality services, qualitative and quantitative, to win the trust of our customers.
- Establishing a system for measuring and evaluating college performance (academic standards - quality of academic opportunities - community service - research and scientific activities - effectiveness of quality assurance and development).

## **Reverse feedback:**

Reverse feedback to evaluate the performance, is a dynamic communication process between teachers and students, constructive reverse feedback facilitates learning and promotes student performance, and reverse nutrition takes several forms:

### **Reverse feedback through the teaching and learning process**

Represented in participating during lectures and discussions, follow-up work, and answering the problems facing both professors and demonstrators, which is an integral part of the teaching and learning process.

### **Reverse feedback on courses:**

Represented in oral and written reverse feedback for previously submitted assignments as well as during student groups. Reverse feedback on courses either is in the form of written comments or included in the student's grades. Reverse feedback is also achieved through group discussions and teamwork. The student's contribution to these discussions should be evidence of student participation and attendance.

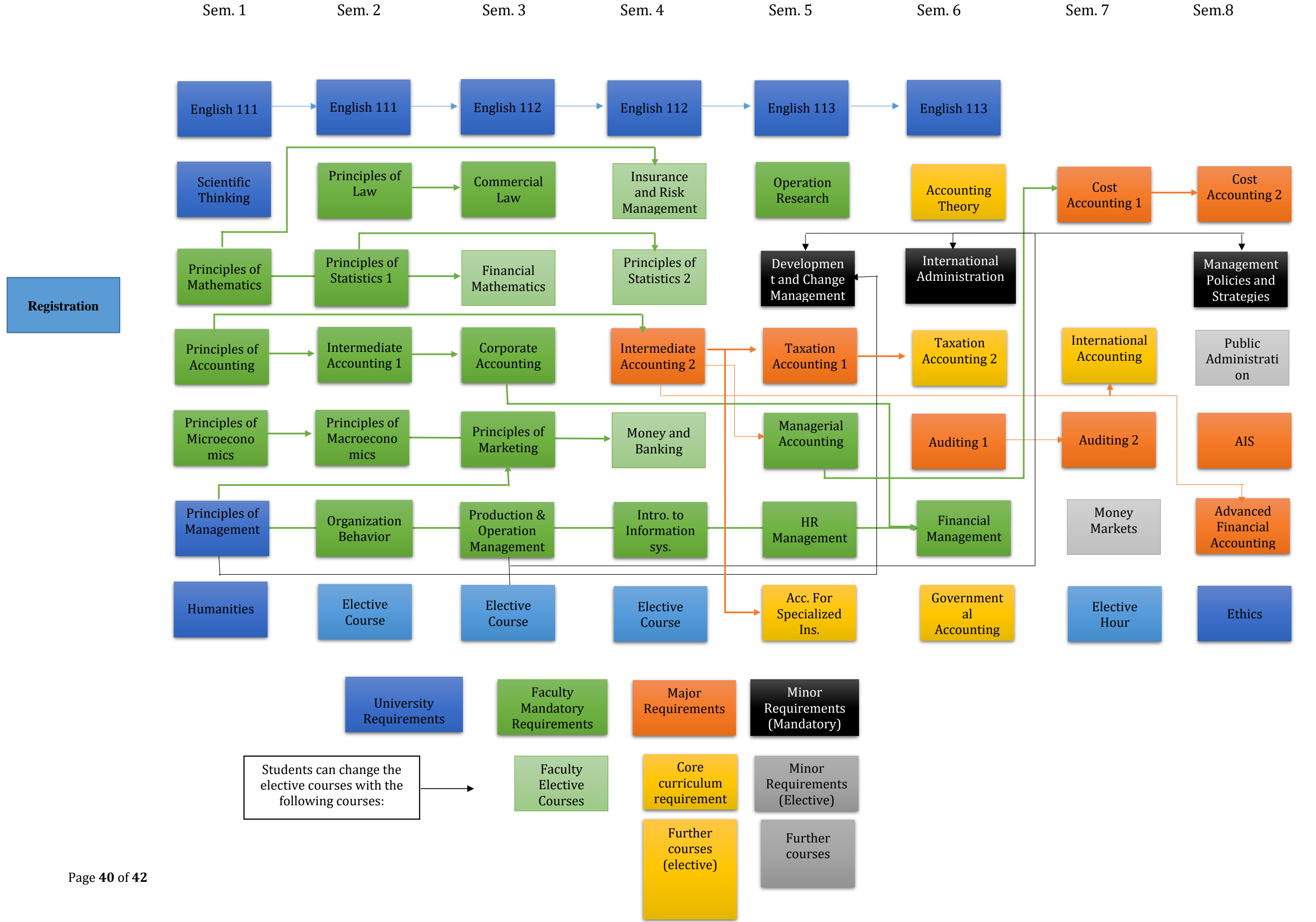
### **Reverse feedback on a range of study cases:**

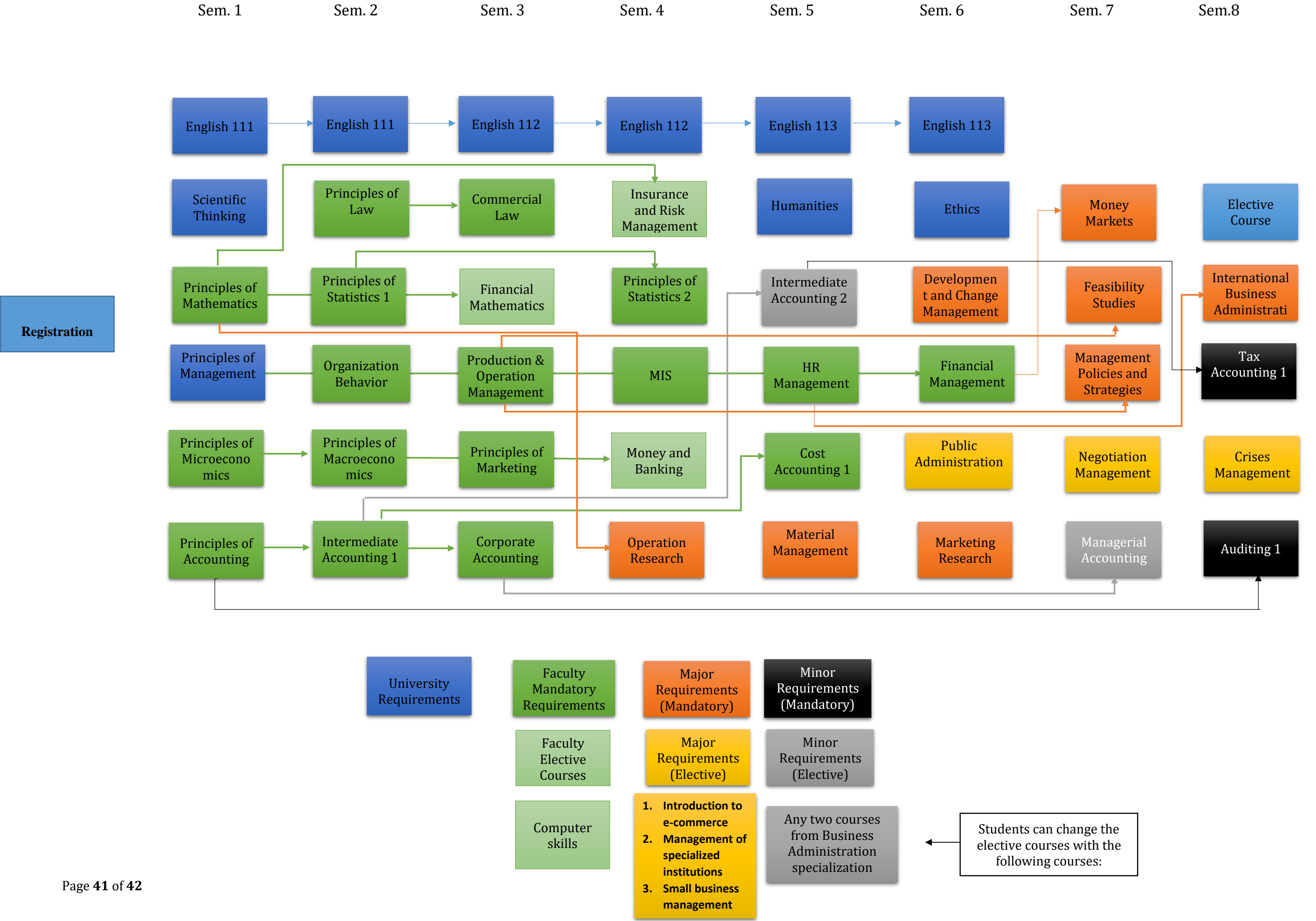
This feedback is done through follow-up to case studies and a presentation.

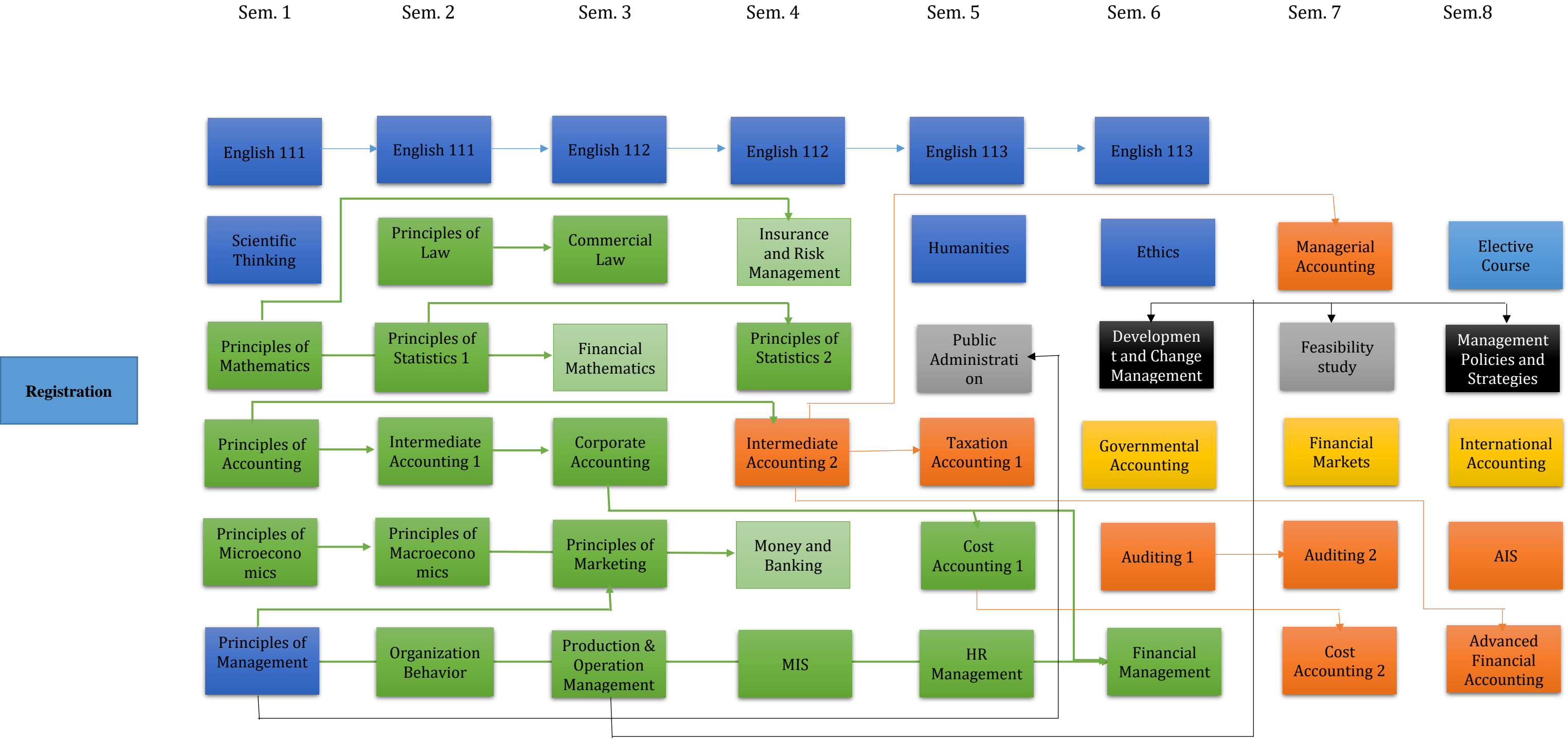
## **Academic Advising/ Registration maps**

The following instructional maps can be used in selecting courses:

1. Business major accounting minor (list of 122 Credit hours).
2. Accounting major business minor (list of 122 Credit hours).







University Requirements

Faculty Mandatory Requirements

Major Requirements (Mandatory)

Minor Requirements (Mandatory)

Faculty Elective Courses

Major Requirements (Elective)

Minor Requirements (Elective)

- 1. Computer skills
- 2. Operations research

- 1. Tax Accounting (2)
- 2. Accounting theory
- 3. Accounting for specializes institutions

Any two courses from Business Administration specialization

Students can change the elective courses with the following courses: