



**University: Nahda**  
**Faculty: Business Administration**  
**Department: Business Administration**

**Business Administration program description  
(2022-2023)**

**A - Basic information:**

- 1- **Program name: Business Administration**
- 2- **Nature of the program:** (single) ✓ (dual) (joint)

**Program Coordinator:** Head of Department

**Program approval date:** 2015-9-30

**B- Specialized information:**

**1- General objectives of the program:**

Business administration program aims to:

- 1- Provide the student with thinking skills and solve administrative problems using the scientific method.
- 2- Train the student to employ the knowledge and skills acquired in the field of management to serve the community and the surrounding environment positively.
- 3- Develop the student's abilities to communicate positively and effectively with the elements of the administrative environment at home and abroad.
- 4- Provide the student with the ability to interact with global developments and changes in the administrative fields and anticipating the nature and impact of these developments and variables on administrative plans and decisions.
- 5- Develop the student's abilities of self-learning continuously to develop professional knowledge and skills related to the field of administrative sciences.
- 6- Develop the student's abilities to assume responsibility and accomplish the work assigned to him in accordance with the legal rules and ethical and professional standards recognized in the literature of administrative sciences.
- 7- Train the student to prepare feasibility studies for projects and compare investment alternatives according to the basics of financial management of projects.



8-Train the student on the use of computers and information technology in administrative applications.

## **2: The intended Learning objectives of the program**

### **A - knowledge and understanding:**

A business administration program graduate should be able to:

- A1. Identifies different shapes and types of businesses
- A2. Defines the distinctive features of businesses
- A3. Learn about the environmental variables in which business organizations operates
- A4. Explains different techniques to deal with business environments
- A5. Learn about the latest developments, trends and contemporary issues associated with administrative work
- A6. Explains the basic principles of administrative work in accordance with different trends, theories and schools of thought.
- A7. Defines science closely related to the administrative field and its applications
- A8. He knows the methods and tools of scientific research in management sciences
- A9. Identifies modern measurement and analysis methods used in the administrative field
- A10. Demonstrates the integration of commercial and other social sciences to serve the administrative performance of the organization
- A11. Knows business ethics and professional practice in the administrative field
- A12. Recognize the foundations of using the scientific method in solving problems and making decisions at different administrative levels in business organizations
- A13. Determines the steps of preparing plans, programs and management policies in business organizations.
- A14. Determines the basis for the preparation of marketing feasibility studies
- A15. Determines the basis for evaluating investment proposals for business projects
- A16. Explains how organizational structures, management systems and guides are designed for business organization activities
- A17. Defines modern management philosophies such as total quality and process reengineering and methods of their application in the various administrative areas of the organization
- A18. Defines the basic principles of administrative leadership and its impact on others
- A19. Defines organizational communications and business relationships in business organizations



A20. Defines the foundations of motivation and motivation development among business workers

A21. Defines strategies, policies and management plans to meet the expectations of various beneficiaries inside and outside business organizations.

### **B - Mental Abilities**

A business administration program graduate should be able to:

B1. Use the scientific approach of thinking in administrative fields

B2. Apply the foundations and principles of innovative thinking in the management field of business organizations

B3. Differentiates between positive and negative elements in issues and issues in the various administrative areas of business organizations

B4. Explains how managerial decisions are made based on the distinction and criticism of positive and negative elements.

B5. Gives examples of how numbers are handled and analyzed for management decision-making

B6. Interprets the implications of numbers and their role in making administrative decisions.

B7. Selects appropriate methods in dealing positively with different situations in order to transform threats into opportunities that can be used in business organizations.

B8. Analyzes clearly ideas and perspectives when making administrative decisions

B9. Clarify opinions in a scientific manner supported by objective evidence when discussing administrative topics.

B10. Practice innovative and creative thinking patterns in the face of different management situations.

B11. Deduces the relationship between environmental variables and the patterns of decisions made.

B12. Differentiates between modern strategies, policies and models in dealing with management issues in business organizations

### **C- Professional and practical skills**

A business administration program graduate should be able to:

C1. Implements appropriate plans for the effective employment, development and maintenance of material, human and other resources.

C2. Conducts studies to analyze the markets

- A3. Suggests multiple sources of information to assist in administrative decision-making.
- A4. Uses information collected from various sources in making management decisions.
- A5. Collects data and statistics related to different administrative situations.
- C6. Preparing sales and marketing plans C6. Analyzes data and statistics, giving indications of choice between management alternatives
- C7. Designs supportive management systems for decision-making
- C8. Uses management systems to raise the level of administrative performance
- C9. Uses scientific methods to solve practical problems in business organizations
- C10. Applies the foundations and principles of oversight and evaluation of administrative performance
- C11. Use the scientific method in the preparation, interpretation and presentation of administrative reports.
- C12. Uses computer applications and information technology in the field of management sciences
- C13. Research results and studies are used to develop work and improve performance levels
- C14. Apply mechanisms for developing strategic plans and business policies.
- C15. Designs different business systems and guides in business organizations
- C16. Designs organizational structures for the management levels of business organizations
- C17. Develops organizational structures for the management levels of business organizations
- .C18.Designs information systems and administrative databases in business organizations
- C19. Operates information systems and administrative databases effectively in business organizations
- C20. Prepare feasibility studies for business projects
- C21. Apply the scientific method in comparing investment alternatives for business projects to choose the optimal alternative.
- C22. Designs sales marketing plans for business organizations.
- C23. Use Financial analysis to evaluate investment projects
- C24. Applies the basis for analyzing different relationships between factors affecting the markets that business organizations deal with
- C25. Designs plans and programs to utilize, develop and conserve the organization's resources in business organizations
- C26. Apply modern scientific systems and in the administrative field



### **D- General Skills:**

The business graduate must acquire the following skills:

D1. Manages time effectively.

D2. Communicates with others and influences them.

D3. Interacts with co-workers to achieve common goals.

D4. He can develop his cognitive abilities.

D5. Self-learning

D6. Use management problem-solving methods at both individual and institutional level efficiently in business organizations

D7. Possess convincing presentation and dialogue skills to increase the effectiveness of the management communication process.

D8. Handle the pressures of working successfully.

D9. Owns Self-management skills.

D10. Discover new ways to improve his performance at work to manage administrative business.

D11. Uses technical terms related to administrative topics.

D12. Identify specialized administrative terms which are known in English.

### **3- Academic standards for the program:**

The faculty adopts the academic standards for the commerce sector issued by the National Authority for Quality Assurance and Accreditation of Education for Business Program (NARS).

### **4-Bookmarks:**

National Academic Standards for the Commerce Sector.

### **5- The Structure and components of the program:**

#### **A- Duration of the program:**

The duration of study in the program is four academic years (8 semesters) in order to obtain a bachelor's degree according to the credit-hour system, the distinguished student can finish his study program in three and a half years (7 semesters), and the summer semester is not counted among them.



**First: Business Administration Program/Accounting**  
**First level (General)**

**First Term:**

Credit hours	Actual Hours	Course Name	Course code
3	3	Principles of Management	MGT101
3	3	Principles of accounting	ACT101
3	3	Principles of Mathematics	MAT101
3	3	Principles of Microeconomics	ECN 101
3	3	Principles pf law	LAW101
0	2	Aptec English (level 1- part 1)	ENG111A-P1
0	2	Aptec computer (level 1-part 1)	CS-121-P1
15	19		

**Second Term:**

Credit hours	Actual Hours	Course Name	Course code
3	3	Organizational Behavior	MGT102
3	3	Human rights	HUM103
3	3	Principles of Macroeconomics	ECN102
3	3	Intermediate accounting (1)	ACT102
3	3	Critical thinking and scientific research	REM 101
0	2	Aptec English (level 1-part 2)	ENG111A-P2
1	2	Aptec computer (level 1-part 2)	CS-121-P2
16	19		



**Business Administration Program/Accounting**  
**Second level (General)**

**First Term:**

Credit hours	Actual Hours	Course Name	Course code
3	3	Principles of marketing	MRK201
3	3	Production and operation management	MGT201
3	3	Statistics 1	SAT201
3	3	Corporate Accounting	ACT201
3	3	Mathematics of finance and Investment	SAT202
0	2	Aptec English (level 2- part 1)	ENG112A-P1
0	2	Aptec computer (level2-part1)	CS-122-P1
15	19		

**Second Term:**

Credit hours	Actual Hours	Course Name	Course code
3	3	Management information system	SYS202
3	3	Commercial law	LAW201
3	3	Statistics 2	SAT204
3	3	Money and banking	ECN201
3	3	Cost accounting 1	ACT401
1	2	Aptec English (level 2)	ENG112A
0	2	Aptec computer (level2-part2)	CS-122-P2
16	19		



## Business Administration Program/Accounting

### Third level (Major: Business Administration-Minor: Accounting)

#### First Term:

Credit hours	Actual Hours	Course Name	Course code
3	3	Human Resources Management	MGT301
3	3	Financial Management	FIN 301
3	3	Tax Accounting (1)	ACT302
3	3	Insurance and Risk management	SAT203
3	3	Elective course–minor major	---
0	2	Aptec English (level 3- part 1)	ENG113A-P1
0	2	Aptec computer (level3-part1)	CS-123-P1
15	19		

#### Second Term:

Credit hours	Actual Hours	Course Name	Course code
3	3	Managerial policies	MGT402
3	3	Management of Change and Organizational Development	MGT303
3	3	Elective course -major requirements	---
3	3	Elective course -major requirements	---
3	3	Managerial Accounting	ACT301
2	2	Aptec English (level 3)	ENG113A
0	2	Aptec computer (level3-part2)	CS-123-P2
17	19		





**Business Administration Program/Accounting**

**Fourth level (Major: Business Administration-Minor: Accounting)**

**First Term:**

Credit hours	Actual Hours	Course Name	Course code
3	3	International Business Management	MGT401
3	3	Money Markets	FIN401
3	3	Feasibility Study	MGT403
3	3	Operation research	MGT304
3	3	Elective course –Minor major	---
<b>15</b>	<b>15</b>		

**Second Term:**

Credit hours	Actual Hours	Course Name	Course code
3	3	Marketing Research	MRK302
3	3	Material Management	MGT302
3	3	Elective course -major requirements	---
1	1	Ethics	ETS401
3	3	Elective free course	---
<b>13</b>	<b>13</b>		



### B- Program Structure (122 hours):

Number of credit hours	Courses	Term
14	University requirements courses	First
60	Faculty course requirement Core courses 51-hour Elective courses 9 hours	Second
33	Major Requirement Core courses 24 hour Elective courses 9 hours	Third
12	Minor requirements Core courses 6 hours Elective courses 6 hours	Fourth
3	Free Course	Fifth
<b>122</b>	<b>Total No. of credit hours</b>	

Number of credit hours :Theoretical 122 Practical 0 Total 122

### C - Courses of the program

	Core	Elective	Total	%
<b><u>University requirements courses</u></b>				
Human Rights- Scientific thinking- Ethics- Introductions to Management- English course	14	0	14	12
<b><u>Social sciences and humanities courses</u></b>				
Faculty requirements	51	9	60	49
<b>Specialization Courses</b>	30	15	45	37
<b>Free courses</b>	0	3	3	2

#### 1- Core courses (95 credit hours):

pre-requisite	Level	The number of hours weekly			number of hours	course name	course code
		Practical	Applications	Theoretical			
---	---	0	0	1	1	English(1)	ENG111
---	---	0	0	1	1	English(2)	ENG112
---	---	0	0	2	2	English(3)	ENG113
---	---	0	0	3	3	Human Rights	HUM103
---	---	0	0	3	3	Scientific thinking	REM104
---	---	0	0	3	3	Introductions to Management	MGT101
---	---	0	0	1	1	Ethics	ETS401



----	First	0	1.5	3	3	Organization behavior	MGT 102
----	First	0	1.5	3	3	Principles of Accounting	ACT 101
----	First	0	1.5	3	3	Principles of Mathematics	MAT 101
----	First	0	1.5	3	3	principles of law	LAW 101
----	First	0	1.5	3	3	Micro economics	ECN 101
ECN101	First	0	1.5	3	3	Macro economics	ECN 102
ACT101	First	0	1.5	3	3	Intermediate accounting (1)	ACT 102
----	First	0	1.5	3	3	Statistics (1)	SAT 102
MGT 101	Second	0	1.5	3	3	Principles of Marketing	MRK 201
MGT 101	Second	0	1.5	3	3	Production and Operation Management	MGT 201
LAW 101	Second	0	1.5	3	3	Commercial Law	LAW 201
ACT 102	Second	0	1.5	3	3	Corporate accounting	ACT 201
SAT 201	Second	0	1.5	3	3	Statistics (2)	SAT 204
MGT 101	Second	0	1.5	3	3	Management information system	SYS 202
MGT 101	Third	0	1.5	3	3	Human resource	MGT 301
ACT 201	Third	0	1.5	3	3	Cost Accounting (1)	ACT 401
MGT 101- ACT 201	Third	0	1.5	3	3	Financial management	FIN 301
MGT 101	second	0	1.5	3	3	Material Management	MGT 202
MAT 101	second	0	1.5	3	3	Operation Research	MGT304
MRK 201	Third	0	1.5	3	3	Marketing research	MRK 302
MGT 101	Third	0	1.5	3	3	Management of Change and Organizational Development	MGT 303



MGT 301	Fourth	0	1.5	3	3	International business administration	MGT 401
FIN 301	Fourth	0	1.5	3	3	Money markets	FIN 401
MGT 201	Fourth	0	1.5	3	3	Policies and Managerial strategies	MGT 402
MGT 201	Fourth	0	1.5	3	3	feasibility studies and project evaluation	MGT 403

**Mandatory if the minor is E-Commerce**

MRK201	Third	0	1.5	3	3	Introduction to E-Commerce	MRK301
MRK201	Third	0	1.5	3	3	Marketing research	MRK302

**Mandatory if the minor is Banking and Money Markets**

MGT101	Third	0	1.5	3	3	Banking Management and Control.	FIN302
FIN303	Fourth	0	1.5	3	3	Money markets	FIN401

**Mandatory if the minor is Accounting**

ACT 202	Third	0	1.5	3	3	Tax accounting (1)	ACT 302
ACT 401	Fourth	0	1.5	3	3	Managerial accounting	ACT301

**2- Elective courses (18 credit hours):**

pre-requisite	Level	The number of hours weekly			number of hours	course name	course code
		Practical	Applications	Theoretical			
MAT 101	Second	0	1.5	3	3	Mathematics of finance and Investment	SAT 202
MAT 101	Second	0	1.5	3	3	Insurance and Risk Management	SAT 203
-----	Second	0	1.5	3	3	Computer skills	SYS 101



MAT 101	Second	0	1.5	3	3	Operations research	MGT 304
ECN 102	Second	0	1.5	3	3	Money and Banking	ECN 201
MRK 201	Third	0	1.5	3	3	Introduction to E-Commerce	MRK 301
MGT 101	Third	0	1.5	3	3	Management of Specialized Institutions (banks-insurance)	MGT 302
MGT 101	Third	0	1.5	3	3	Public Administration	MGT 305
MGT 101	Third	0	1.5	3	3	Small Business management	MGT 306
MGT 101	Fourth	0	1.5	3	3	Negotiation Management	MGT 405
MGT 101	Fourth	0	1.5	3	3	Crisis Management	MGT 408

### 3- Minor (6 credit hours):

**Elective Minor (6 credit hours)**

**The student chooses any two courses he has not studied before from the minor courses**

### 4- Free Courses (3 credit hours):

pre-requisite	Level	The number of hours weekly			number of hours	course name	course code
		Practical	Applications	Theoretical			

**The student chooses a number of courses totaling 3 credit hours from any faculty.**

## 6- Program entry requirements:

- High school or equivalent certificate recognized by the Ministry of Higher Education.
- The student must pass 60 hours.

## 7- Rules regulating the completion of the program:

-At the beginning of each semester, the student can choose courses from the list of offered courses, and the student is allowed to add or withdraw one or more courses as the number of credit hours distributed over the four levels of study as follows:

- Completes the first level upon obtaining 30 credit hours
- Completes the second level upon obtaining 60 credit hours
- Completes the third level upon obtaining 90 credit hours
- Completes the fourth level upon obtaining 122 credit hours.

عدد النقاط	%	التقدير	عدد النقاط	%	التقدير	عدد النقاط	%	التقدير	عدد النقاط	%	التقدير
3	80-85	B	3.3	85-90	B+	3.7	90-95	A-	4	95-100	A
عدد النقاط	%	التقدير	عدد النقاط	%	التقدير	عدد النقاط	%	التقدير	عدد النقاط	%	التقدير
1.7	60-65	C-	2	65-70	C	2.3	70-75	C+	2.7	75-80	B-
عدد النقاط	%	التقدير	عدد النقاط	%	التقدير	عدد النقاط	%	التقدير	عدد النقاط	%	التقدير
		A+	0	0-50	F	1	50-55	D	1.3	55-60	D+



8-Methods and rules for evaluating those enrolled in the program:					
	Intended learning outcomes				Percentage
	Knowledge and understanding Skills	Intellectual Skills	Professional skills	General Skills	
Quiz 1	√			√	10%
Midterm exam	√	√	√		25%
Quiz 2		√	√	√	10%
Participation				√	5%
Final Exam	√	√	√	√	10%
total					100%

### 9- Methods of evaluating the program:

Evaluator	Method	Sample
1- Final year students	Questionnaires	25%
2. Graduates	Questionnaires	25%
3- Business owners	Questionnaires	10%
4- An external assessor or an external examiner	report	-
5- Other ways	-	-

**Head of department:**

**Dr. Naim El-Kattan**

**Signature**

**Date:** / /

**Program Coordinator:**

**Dr. Naim El-Kattan**

**Signature**