

A.National Academic Reference Standards for the graduate of faculties of Commerce: -

1. General attributes for a graduate of the faculty of Commerce:

The graduate of the faculty of Commerce should be able to:

- 1.1. Use the scientific method in thinking and problems solving.
- 1.2. Employ the acquired knowledge and skills in the field of specialization to serve the community and the environment positively.
- 1.3. Connect and communicate with others effectively.
- 1.4. Interact with global updates and changes and their impacts on his specialization.
- 1.5. Continue learning to develop professional knowledge and skills which related to the field of specialization.
- 1.6. Be committed and responsible, and complete the assigned tasks to him in accordance with legal norms and ethical and professional standards.
- 1.7. Prepare project feasibility studies and evaluate investment proposals.
- 1.8. Use computers and information technology.

2. Knowledge and understanding:

The graduate should have acquired the knowledge and be able to understand:

- 2.1. The different types of firms and institutions and every different characteristic of each of them.
- 2.2. The different environments of organizations and methods of dealing with them.
- 2.3. The Updated changes and directions, and contemporary issues related to the field of specialization.
- 2.4. The principles, theories, and different schools in the field of specialization.
- 2.5. The sciences and fields related to the major field of student.
- 2.6. The methodologies of scientific research and their tools and assessment and analysis techniques.
- 2.7. The integration between commercial science and other social sciences.
- 2.8. The business ethics and professional practices in the field of specialization

3. Professional and practical skills:

The graduate should have acquired the following professional skills:

- 3.1. The Effective employment, development and maintenance of physical and human resources.
- 3.2. The studying and analyzing of the markets.
- 3.3. Searching for different sources of information and verifying their validity.
- 3.4. Collecting, analyzing and interpreting data and statistics.
- 3.5. Designing and operating of specialized administrative, accounting and insurance systems.
- 3.6. Using scientific techniques in solving practical problems.
- 3.7. Knowing the foundations of control and performance evaluation.
- 3.8. The preparing, presenting and interpreting of the specialized reports depending on scientific method.
- 3.9. The usage of computer and information technology applications in the field of specialization.
- 3.10. The Effective employment of the research and studies' results for enhancing the work and improving performance levels.

4. Intellectual skills:

The graduate should be able to:

- 4.1. Analyze, interpret, and conclude and follow the scientific method of thinking.
- 4.2. Apply the principles of innovative thinking.
- 4.3. Criticize and discover the positive and negative sides of the different issues.
- 4.4. Deal with numbers, analyze them, and interpret their significance.
- 4.5. Interact with different situations positively in order to convert the threats into opportunities.
- 4.6. Show the ideas and points of view clearly and express opinions in a scientific method supported by evidence.

5. General skills:

The graduate should have acquired the following skills:

- 5.1. Effective time management.
- 5.2. Effective communication and influencing others.
- 5.3. Team work.

- 5.4. Cognitive and intellectual improvement and continuous self-learning.
- 5.5. Usage methods of problem solving effectively on both sides the individual and institutional level.
- 5.6. Presentation and negotiation.
- 5.7. Self-management and dealing with work pressure.
- 5.8. Innovation, development and continuous work improvement.
- 5.9. Usage of scientific and specialized terms.
- 5.10. The knowledge of one of the common and widespread foreign languages.

C. The National Academic Reference Standards for Business Administration Program: -

1. Knowledge and understanding:

In addition to the general knowledge and understanding that a graduate of the Faculty of Commerce should acquire, the graduate of the Business Administration Program must acquire the following knowledge and concepts:

- 1.1. The usage of the scientific methodology for problem solving and making decisions in different administrative levels.
- 1.2. The preparation of plans, programs and policies in accordance with institutional requirements and needs.
- 1.3. The preparation of marketing feasibility studies and the assessment of investment proposals.
- 1.4. The foundations of designing organizational structures, systems and administrative work guides for the various activities of the organization.
- 1.5. Absorption of modern management philosophies such as comprehensive quality, and re-engineering operations and exploring opportunities for their application in different fields.
- 1.6. Principles of effective leadership and influencing others.
- 1.7. Organizational communications and work relationships.
- 1.8. Foundations of motivation and development the motivation of others.
- 1.9. The foundations, policies, strategies, plans, and requirements for their implications to meet the related-parties' expectations of the organization.

2. Professional and practical skills:

In addition to the general professional skills that a graduate of the Faculty of Commerce must acquire, a graduate of the Business Administration program should be able to:

- 2.1. Prepare strategic plans and formulate business policies.
- 2.2. Prepare and design various work systems.
- 2.3. Design and develop organizational structures.
- 2.4. Design and manage administrative information systems.
- 2.5. Prepare feasibility studies and evaluate the projects.
- 2.6. Prepare sales and marketing plans.
- 2.7. Analyze the financial situation and evaluate the investment projects.
- 2.8. Analyze the markets.
- 2.9. Prepare plans and programs for the effective employment, development and maintenance of physical and human resources.
- 2.10. Apply practically the modern scientific systems and techniques in the business administration field.

3. Intellectual skills:

In addition to the general intellectual skills that a graduate of the Faculty of Commerce must acquire, a graduate of the Business Administration program should be able to:

- 3.1. Practice innovative and creative thinking in facing different administrative situations.
- 3.2. Correlate between environmental variables and decision-making patterns.
- 3.3. Prepare different scenarios, strategies and models to deal with administrative events and issues.