



# The Higher Institute for Specialized Technological Studies

**Bachelor of Business Administration**

**Credit Hours Program Specification**

**By Law 2021**

Business Administration Department

# **Bachelor of Business Department Credit Hours Program Specification (English Section)**

<b>Approvals</b>
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## **A. Basic Information**

- 1. Program Name:** Bachelor of Business Administration (Credit Hours System)
- 2. Program Type:** Single
- 3. Department in charge of the program:** Business Administration
- 4. Date of program approval:** 2021
- 5. Date of Program Specification Approval:**
  - **Department Council Approval:** 12- 8 -2024
  - **Institute Council Approval:** 13 – 8 - 2024
- 6. Program Coordinator:** Dr Aya Assem
- 7. Internal Reviewer of the Program:** Dr. Engy El-Sheikh

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## **B. Professional Information**

### **I-Program Mission**

The Bachelor of Business Administration Program aims to prepare qualified graduates in Business Administration field with all the skills required to compete in local and regional labor markets; in addition to equip them with knowledge and learning requirements which match with business environment and ensure to be committed to professional ethics, with excellence in entrepreneurship, scientific research skills, self-learning techniques to enhance sustainable development.

## 2- Program Aims

- **Business Administration program aims to:**

1. Provide students with the basic knowledge in basic sciences and Business Administration, in order to achieve the highest degree of professionalism in business field according to ethical standards.
2. Enhance the students with the foundational concepts in critical thinking and solving business problems .
3. Enhance the theoretical and practical student's knowledge of Business Administration.
4. Identify the business challenges and turn them into opportunities through applying problem solving skills.
5. Employ information technologies in Business Administration field.
6. Encourage graduates to complete postgraduate studies or professional certificates in the field of Business Administration.
7. Provide students with scientific research skills and self-learning techniques to enhance sustainable development.
8. Enhance graduates' communication skills in the professional field.
9. Prepare a graduate who is able to identify, analyze and solve work problems using appropriate quantitative and qualitative techniques.
10. Present a graduate how can contribute to the community development and drive societal advancement through innovation and entrepreneurship.

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### **3- Graduates Attributes:**

-The Business administration program is implemented to deliver the students by all the basic principles and knowledge of the program that by the end of the program; Graduates Students should be able to:

A1. Acquire all the basic knowledge in developing and solving the problems in the scientific curriculum (General NARS1.1.1)

A2. Use all the acquired skills & knowledge in the specific field, in order to serve the society (General NARS1.1.2)

A3. Enhance the effective communication skills with other (General NARS 1.1.3)

A4. Interact with the global variables and to what extent of those variables can affect the specific field (General NARS1.1.4)

A5. Improve all the professional and knowledge skills in specialization field (General NARS1.1.5)

A6. Achieve tasks by following the professional, ethical and all the legal rules (General NARS1.1.6)

A7. Prepare and plan the feasibility study; and evaluate the investment proposals (General NARS1.1.7)

A8. Use of information technology and computing system in Business Administration field (General NARS1.1.8)

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## 4- Intended Learning Outcomes (ILOs)

The program provides students with opportunities to develop and demonstrate knowledge and understanding, intellectual, professional and practical, and transferable skills as listed below. These outcomes have been developed with reference to the National Academic Reference Standards (NARS 2009) for Commerce and Business Administration. Learning outcomes are statements on what successful students should achieve as the result of learning. They are linked to the knowledge, understanding, and skills that a student will have gained upon completing a program successfully.

### A. Knowledge and understanding:

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

• <u>General ILOs</u>	
A.1	Recognize the differences between organizations and businesses types, and functions of each one. (General NARS 1.2.1)
A.2	Understand the environmental challenges of each type of organizations and methods to managing them. (General NARS 1.2.2)
A.3	Illustrate the current developments, new trends and contemporary issues in business practices. (General NARS 1.2.3)
A.4	Demonstrate the fundamentals, theories, and different perspectives within the specialty field. (General NARS 1.2.4)
A.5.	Interrelate other social sciences relevant to all business discipline. (General NARS 1.2.5)
A.6	Explain the instruments, methods, evaluation, and analytical procedures used in scientific research methodology. (General NARS 1.2.6)
A.7	Learn the combination of other social sciences with commercial science. (General NARS 1.2.7)
A.8	Recognize the professional standards and commercial ethics in the field of specialty. (General NARS 1.2.8)

In addition to the previous general knowledge, the Business program graduate should be able to:

• <u>Specific ILOS (Business Administration ILOs)</u>	
A.9	Use of scientific methods to decision-making and problem-solving at various administrative levels. (Specific Business Administration NARS 3.1.1)
A.10	Define the programs, and policies that take institutional needs and requirements into consideration. (Specific Business Administration NARS 3.1.2)



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A.11	Prepare marketing feasibility studies and the assessment of investment proposals. (Specific Business Administration NARS 3.1.3)
A.12	Understand the fundamentals of creating administrative work guidelines, organizational structures, and systems for the numerous tasks carried out by the company. (Specific Business Administration NARS 3.1.4)
A.13	State the recent management concepts including comprehensive quality, re-engineering operations, and looking at ways to use them in other industries. (Specific Business Administration NARS 3.1.5)
A.14	Comprehend the guidelines for influencing people and exercising good leadership. (Specific Business Administration NARS 3.1.6)
A.15	Connect with workplace and communicate inside the organization. (Specific Business Administration NARS 3.1.7)
A.16	Recognize the fundamentals of development and motivation the inspiration of other parties. (Specific Business Administration NARS 3.1.8)
A.17	Perceive the organization's linked parties' expectations must be met by the foundations, policies, strategies, plans, and requirements for their consequences. (Specific Business Administration NARS 3.1.9)

### B. Intellectual skills:

The graduate should be able to:

• <u>General ILOs</u>	
B.1	Interpret data and conclude information using the scientific method and logical thinking. (General NARS 1.4.1)
B.2	Analyze the basics principles of creative thinking in the business field. (General NARS 1.4.2)
B.3.	Evaluate critically the positive approaches and the negative drawbacks related to modern issue. (General NARS 1.4.3)
B.4.	Analyze numerical data and its interpretation and significance. (General NARS 1.4.4)
	B.5 Choose the proper way to deal with different situations that transform threats into opportunities. (General NARS 1.4.5)
B.6	Express the ideas and points of view clearly in regards to the field of Business and provide objective opinions scientifically supported by evidences. (General NARS 1.4.6)

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In addition to the previous general knowledge, the commerce program graduate should be able to:

• **Specific ILOS (Business Administration ILOS)**

B.7	Apply creative thinking when handling various administrative scenarios. (Specific Business Administration NARS 3.3.1)
B.8	Correlate the relationship between environmental factors and decision-making styles. (Specific Business Administration NARS 3.3.2)
B.9	Classify a variety of models, tactics, and scenarios to deal with administrative dilemma and conflicts. (Specific Business Administration NARS 3.3.3)

### C. Practical and Professional skills:

The graduate should have acquired the following professional skills:

• **General ILOS**

C.1	Utilize efficiently various organizational physical and human resources. (General NARS 1.3.1)
C.2	Examining and analyzing the markets and its emerging trends. (General NARS 1.3.2)
C.3	Select data and information from different sources and check its validity. (General NARS 1.3.3)
C.4	Collect, analysis and interpret various data and statistics that reflects its impact on the economy and society. (General NARS 1.3.4)
C.5	Developing and managing specialized systems for administration, accounting, and insurance. (General NARS 1.3.5)
C.6	Use scientific methods to solve business dilemma. (General NARS 1.3.6)
C.7	Apply the principles of monitoring and performance evaluation. (General NARS 1.3.7)
C.8	Prepare, present, and interpret business reports in a scientific manner. (General NARS 1.3.8)
C.9	Use computer programs and applications and information technology in the business field. (General NARS 1.3.9)
C.10.	Utilize and apply research findings and business reports for improving organization performance (General NARS 1.3.10)

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In addition to the previous general knowledge, the commerce program graduate should be able to:

• **Specific ILOS (Business Administration ILOs)**

C.11	Prepare and implement strategic business plans and policies. (Specific Business Administration NARS 3.2.1)
C.12	Prepare and design various work systems and business manuals. (Specific Business Administration NARS 3.2.2)
C.13	Design and develop organizational structure. (Specific Business Administration NARS 3.2.3)
C.14	Prepare and manage information systems for business administration. (Specific Business Administration NARS 3.2.4)
C.15	Conduct feasibility studies and evaluate business projects. (Specific Business Administration NARS 3.2.5)
C.16	Develop and execute marketing and sales plans. (Specific Business Administration NARS 3.2.6)
C.17	Analyze financial data and evaluate available investment alternatives. (Specific Business Administration NARS 3.2.7)
C.18	Analyze different markets in the business field. (Specific Business Administration NARS 3.2.8)
C.19	Develop plans and programs for the efficient use of physical, human, and financial resources. (Specific Business Administration NARS 3.2.9)
C.20	Use contemporary scientific methods and systems in the field of business administration in a practical manner. (Specific Business Administration NARS 3.2.10)

### D. General and Transferable skills:

The graduate should have acquired the following skills:

D.1	Manage time effectively. (General NARS 1.5.1)
D.2	Communicate effectively with others and have influence on them. (General NARS 1.5.2)
D.3	Work in a team and manage work groups. (General NARS 1.5.3)
D.4	Enhance cognitive and intellectual skills, and continuous self-learning. (General NARS 1.5.4)
D.5	Use various problems-solve techniques on the individual and Organizational levels. (General NARS 1.5.5)
D.6	Apply negotiation and presentation skills. (General NARS 1.5.6)
D.7	Enhance self-management and handle work pressures effectively. (General NARS 1.5.7)
D.8	Develop creativity and innovation, continuous development, and improvement in

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	workplace. (General NARS 1.5.8)
D.9	Use scientific and technical terminologies related to business practices. (General NARS 1.5.9)
D.10	Utilize effectively the English language in discussion, research and presentations. (General NARS 1.5.10)

## 5. Academic Standard

These outcomes have been developed with reference to the National Academic Reference Standards (NARS 2009) for Commerce and Business Administration.

**The Academic standards were approved by the department council on: 9-7-2024 and by the institute board of directors- minutes No. (84) dated 13- 8- 2024**

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## 6- Program Structure and Content

a. **Program Duration:** 4 levels divided into 8 semesters for 4 Academic years.

b. **Program structure:**

Total credit hours of program: 132 credit hours

Compulsory: 105 credit hours

Elective: 27 credit hours

Selective: none

- a- General knowledge and skills 21 Hrs. 16%
- b- Basic concepts courses in business field 18Hrs 13.6%
- c- Functional courses 36Hrs 27.3%
- d- Supplementary courses 18Hrs 13.6%
- e- Information system & technology courses 6Hrs 4.5%
- f- Specialization courses 30Hrs 22.8%

c. **Compliance with NARS**

**Business English Department**

Subject Area		A	B	C	D
		Basic Sciences	Humanities & Social Sciences	Specialized Courses	Other courses
%Total NARS		25%	12.5%	50%	12.5%
%Total	100%	16%	9%	64%	11%
Total Hrs	132	21	12	84	15

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## 7- Program Levels (Credit Hours System)

<b>First Level: Must fulfill</b>	<b>33 Hours</b>
Distributed as follows:	Compulsory 27 Elective 6
<b>Second Level: Must fulfill</b>	<b>33 Hours</b>
Distributed as follows:	Compulsory 33 Elective 0
<b>Third Level: Must fulfill</b>	<b>33 Hours</b>
Distributed as follows:	Compulsory 15 Elective 18
<b>Forth Level: Must fulfill</b>	<b>33 Hours</b>
Distributed as follows:	Compulsory 15 Elective 18

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## 8- Program Courses and Prerequisites

### 1- General knowledge and skills

**6 Courses x 3 Credit Hours = 18 Credit Hours**

Core Courses			
Course Code	Course Name	Previous Requirements	Credit Hours
111	Creative Thinking	-	3 credit hours
112	Principles of Economics	-	3 credit hours
113	Principles of Law	-	3 credit hours
114	English 1	-	3 credit hours
115	Communication Skills	-	3 credit hours

Elective courses (1 Course Only)			
Course Code	Course Name	Previous Requirements	Credit Hours
121	Principles of Political Science	-	3 credit hours
122	National Identity & its Achievements	-	3 credit hours
123	Human Rights	-	3 credit hours
124	Human and the Genius of place	-	3 credit hours

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**2- Knowledge and skills in business field**

**- Basic concepts courses**

**6 Courses x 3 Credit Hours = 18 Credit Hours**

Course Code	Course Name	Previous Requirements	Credit Hours
211	Principles of Business Administration	-	3 credit hours
212	Principles of Financial Accounting	-	3 credit hours
213	Principles of Microeconomics	112	3 credit hours
214	Business Mathematics	-	3 credit hours
215	Business English (2)	114	3 credit hours
216	Organizational Behavior		3 credit hours

**- Functional courses**

**12 Courses x 3 Credit Hours = 36 Credit Hours**

Core Courses			
Course Code	Course Name	Previous Requirements	Credit Hours
311	Principles of Cost Accounting	212	3 credit hours
312	Principles of Marketing	211	3 credit hours
313	Principles of Managerial Accounting	212	3 credit hours
314	Production & Operations Management	211	3 credit hours
315	Human Resources Management	-	3 credit hours
316	Principles of Financial Management	212	3 credit hours
317	Principles of Investment	316	3 credit hours
318	Strategic Management	312-313-314-315-316	3 credit hours
319	Entrepreneurship & Small Enterprises	211	3 credit hours
310	Logistics & Supply Chain Management	-	3 credit hours

Elective courses (2 Courses Only)			
Course Code	Course Name	Previous Requirements	Credit Hours
321	Total Quality Management	314	3 credit hours
322	Negotiation Management	312 – 314	3 credit hours
323	Public Enterprises Management	211	3 credit hours
324	Crisis Management	211	3 credit hours



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325	Organization theory	216	3 credit hours
326	Governmental Accounting and Non-Profit Organization	-	3 credit hours

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- **Supplementary courses**

**8 Courses x 3 Credit Hours = 24 Credit Hours**

Core Courses			
Course Code	Course Name	Previous Requirements	Credit Hours
411	Principles of Macroeconomics	213	3 credit hours
412	Applied Statistics	214	3 credit hours
413	Principles of Public Finance	411	3 credit hours
414	Quantitative Methods& Decision Making	412	3 credit hours
415	Commercial Law	112	3 credit hours
416	Business Analytics	-	3 credit hours

Elective courses (2 Courses Only)			
Course Code	Course Name	Previous Requirements	Credit Hours
421	Insurance & Risk Management	214	3 credit hours
422	International Economics	411	3 credit hours
423	Economics of Public Services	-	3 credit hours
424	International Organizations	121	3 credit hours

- **Information system & technology courses**

Core Courses			
Course Code	Course Name	Previous Requirements	Credit Hours
511	Management Information System	211	3 credit hours
512	E-Business	511	3 credit hours

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**3- Specialization courses**

**10 Courses x 3 Credit Hours = 30 Credit Hours**

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Core Course			
Course Code	Course Name	Previous Requirements	Credit Hours
<b>B11</b>	Business Ethics & Governance	<b>211-212</b>	3 credit hours

Elective courses (3 Courses Only)			
Course Code	Course Name	Previous Requirements	Credit Hours
<b>H21</b>	Strategic Human Resources Management	<b>315</b>	3credit Hours
<b>H22</b>	Performance & Reward Management	<b>315</b>	3credit Hours
<b>H23</b>	Training & Development of Human Resources	<b>315</b>	3credit Hours
<b>H24</b>	Leadership	<b>216</b>	3credit Hours
<b>H25</b>	Change Management	<b>216</b>	3credit Hours

Elective courses (2 Courses Only)			
Course Code	Course Name	Previous Requirements	Credit Hours
<b>F11</b>	Advanced Financial Management	<b>317</b>	3credit Hours
<b>F12</b>	Derivatives & Portfolio Management	<b>F11</b>	3credit Hours
<b>F13</b>	International Finance	<b>F11</b>	3credit Hours
<b>A 13</b>	Accounting of Information system	<b>313-511</b>	3credit Hours

Elective courses (2 Courses Only)			
Course Code	Course Name	Previous Requirements	Credit Hours
<b>M11</b>	Marketing Management	<b>312</b>	3credit Hours
<b>M15</b>	Integrated Marketing Communication	<b>M11</b>	3credit Hours
<b>M14</b>	International Marketing	<b>M11</b>	3credit Hours
<b>M 16</b>	Marketing Services	<b>M11</b>	3credit Hours

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<b>Elective courses (2 Courses Only)</b>			
<b>Course Code</b>	<b>Course Name</b>	<b>Previous Requirements</b>	<b>Credit Hours</b>
<b>S15</b>	Information Systems in Organizations	<b>511</b>	3credit Hours
<b>B23</b>	International Business Administration	<b>211</b>	3credit Hours
<b>B24</b>	Project Management	<b>312- 315- 316-414</b>	3credit Hours
<b>F16</b>	Economics of Money & Banking	<b>411</b>	3credit Hours

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**The Academic Plan for Business Administration**

**First Level**

**First Semester**

Course No.	Course Code	Courses	Previous Requirements	Credit Hours
1	112	Principles of Economics	-	3hrs
2	114	English (1)	-	3hrs
3	212	Principles of Financial Accounting	-	3hrs
4	211	Principles of Business Administration	-	3hrs
5	113	Principles of Law	-	3hrs
<b>Elective courses(one course only)</b>				
6	121	Principles of Political Science	-	3hrs
7	122	National Identity and its Achievements	-	3hrs
<b>Total hours</b>				<b>18hrs</b>

**Second Semester**

Course No.	Course Code	Courses	Previous Requirements	Credit Hours
1	111	Creative Thinking	-	3hrs
2	216	Organizational Behavior	-	3hrs
3	115	Communication Skills	-	3hrs
4	214	Business Mathematics	-	3hrs
<b>Elective courses(one course only)</b>				
5	123	Human Rights	-	3hrs
6	124	Human and the Genius of place	-	3hrs
<b>Total hours</b>				<b>15hrs</b>

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**Second Level**

**Third Semester**

Course No.	Course Code	Courses	Previous Requirements	Credit Hours
1	213	Principles of Microeconomics	112	3hrs
2	310	Logistics & supply Chain Management	-	3hrs
3	311	Principles of cost Accounting	212	3hrs
4	312	Principles of Marketing	211	3hrs
5	415	Commercial Law	112	3hrs
<b>Total hours</b>				<b>15hrs</b>

**Fourth Semester**

Course No.	Course Code	Courses	Previous Requirements	Credit Hours
1	416	Business Analytics	-	3hrs
2	313	Principles of Managerial Accounting	212	3hrs
3	215	Business English (2)	114	3hrs
4	314	Production & Operations Management	211	3hrs
5	316	Principles of Financial Management	212	3hrs
6	511	Management Information system	211	3hrs
<b>Total hours</b>				<b>18hrs</b>

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**Third Level**

**Fifth Semester**

Course No.	Course Code	Courses	Previous Requirements	Credit Hours
1	411	Principles of Macroeconomics	213	3hrs
2	317	Principles of Investment	316	3hrs
<b>Minor Specialization</b>				
3	B11	Business Ethics & Governance	211-212	3hrs
<b>Minor Specialization</b>				
4	M11	Marketing Management	312	3hrs
5	M14	International Marketing	M11	3hrs
6	M15	Integrated Marketing Communication	M11	3hrs
7	M16	Marketing Services	M11	3hrs
<b>Elective Courses</b>				
8	421	Insurance & risk Management	214	3hrs
9	422	International Economics	411	3hrs
10	423	Economics of Public services	-	3hrs
11	424	International Organizations	121	3hrs
<b>Total hours</b>				<b>15hrs</b>

**Sixth Semester**

Course no.	Course code	Courses	Previous Requirements	Credit Hours
1	318	Strategic Management	312-313-314-315-316	3hrs
2	319	Entrepreneurship & Small Enterprises	211	3hrs
<b>Minor Specialization</b>				
3	M11	Marketing Management	312	3hrs
4	M14	International Marketing	M11	3hrs
5	M15	Integrated Marketing Communication	M11	3hrs
6	M16	Marketing services	M11	3hrs
<b>Minor Specialization</b>				
7	S15	Information Systems in Organizations	511	3hrs
8	B23	International Business Administration	211	3hrs
9	B24	Project Management	312-315-316-414	3hrs
10	F16	Economics of Money & Banking	411	3hrs

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<b>Elective Courses(2 courses only)</b>				
<b>11</b>	<b>321</b>	Total Quality Management	<b>314</b>	<b>3hrs</b>
<b>12</b>	<b>322</b>	Negotiation Management	<b>312-314</b>	<b>3hrs</b>
<b>13</b>	<b>323</b>	Public Enterprises Management	<b>211</b>	<b>3hrs</b>
<b>14</b>	<b>324</b>	Crisis Management	<b>211</b>	<b>3hrs</b>
<b>15</b>	<b>325</b>	Organization Theory	<b>216</b>	<b>3hrs</b>
<b>16</b>	<b>326</b>	Governmental Accounting and Non-Profit Organization	-	<b>3hrs</b>
<b>Total hours</b>				<b>18hrs</b>

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**Fourth Level**

**Seventh semester**

Course no.	Course code	Courses	Previous Requirements	Credit Hours
1	413	Principles of Public Finance	411	3hrs
2	414	Quantitative Methods & Decision Making	412	3hrs
<b>Minor Specialization</b>				
4	F11	Advanced Financial Management	317	3hrs
5	F12	Derivatives & Portfolio Management	F11	3hrs
6	F13	International Finance	F11	3hrs
7	A13	Accounting of Information System	313-511	3hrs
<b>Minor Specialization</b>				
8	S15	Information Systems in Organizations	511	3hrs
9	B23	International Business Administration	211	3hrs
10	B24	Project Management	312-315-316-414	3hrs
11	F16	Economics of Money & Banking	411	3hrs
<b>Minor Specialization</b>				
12	H21	Strategic Human Resources Management	315	3hrs
13	H22	Performance & Reward Management	315	3hrs
14	H23	Training & Development of Human Resources	315	3hrs
15	H24	Leadership	216	3hrs
16	H25	Change Management	216	3hrs
<b>Total hours</b>				<b>15hrs</b>



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**Eighth Semester**

Course No.	Course Code	Courses	Previous Requirements	Credit Hours
1	512	E-Business	511	3hrs
2	315	Human Resources Management	-	3hrs
3	412	Applied Statistics	214	3hrs
<b>Minor Specialization</b>				
4	F11	Advanced Financial Management	317	3hrs
5	F12	Derivatives & Portfolio Management	F11	3hrs
6	F13	International Finance	F11	3hrs
7	A13	Accounting of Information System	313-511	3hrs
<b>Elective courses(2 courses only)</b>				
8	H21	Strategic Human Resources Management	315	3hrs
9	H22	Performance & Reward Management	315	3hrs
10	H23	Training & Development of Human Resources	315	3hrs
11	H24	Leadership	216	3hrs
12	H25	Change Management	216	3hrs
<b>Total hours</b>				<b>18hrs</b>

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الخطة المقترحة الدراسية للطالب المنتظم

- **Level 1:** Must fulfill **33** units, distributed as follows:

- Compulsory **27**
- Elective **6**

جدول مقررات المستوى الأول  
الفصل الدراسي الأول

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمارين	نظري	
112	مبادئ الاقتصاد Principles of Economics	١٠٠	٢	٢	٣	٣
114	لغة اجنيه (١) English 1	١٠٠	٢	-	٣	٣
212	مبادئ المحاسبه الماليه Principles of Financial Accounting	١٠٠	٢	٢	٣	٣
211	مبادئ ادارة الاعمال Principles of Business Administration	١٠٠	٢	٢	٣	٣
113	مبادئ القانون Principles of Law	١٠٠	٢	٢	٣	٣
121	مقررات اختيارية (يختار الطالب مقرر واحد) - مبادئ العلوم السياسية - Principles of Political Science	١٠٠	٢	٢	٣	٣
122	- الهوية الوطنية وإنجازاتها - National Identity & its Achievements					

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جدول مقررات المستوى الأول  
الفصل الدراسي الثاني

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمرين	نظري	
111	التفكير الابتكاري Creative Thinking	١٠٠	٢	٢	٣	٣
216	السلوك التنظيمي Organizational Behavior	١٠٠	٢	٢	٣	٣
115	طرق و مهارات الاتصال Communication Skills	١٠٠	٢	٢	٣	٣
214	رياضيات الاعمال Business Mathematics	١٠٠	٢	٢	٣	٣
123	مقررات اختيارية (يختار الطالب مقرر واحد) - حقوق الإنسان	١٠٠	٢	٢	٣	٣
124	- Human Rights - الإنسان وعبقريته المكان - Human and the Genius of place					

**Business Administration Department**

• **Level 2: Must fulfill 33 units, distributed as follows:**

- Compulsory **33**
- Elective **0**

جدول مقررات المستوى الثاني  
الفصل الدراسي الأول

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمرين	نظري	
213	مبادئ الاقتصاد الجزئي Principles of Microeconomics (112)	١٠٠	٢	٢	٣	٣
310	إدارة اللوجيستيات و سلاسل الامداد Logistics & Supply Chain Management	١٠٠	٢	٢	٣	٣
311	مبادئ محاسبه التكاليف Principles of Cost Accounting (212)	١٠٠	٢	٢	٣	٣
312	مبادئ التسويق Principles of Marketing (211)	١٠٠	٢	٢	٣	٣
415	القانون التجاري Commercial Law(112)	١٠٠	٢	٢	٣	٣

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جدول مقررات المستوى الثاني  
 الفصل الدراسي الثاني

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمرين	نظري	
416	تحليلات الاعمال Business Analytics	١٠٠	٢	٢	٣	٣
313	مبادئ المحاسبه الاداريه Principles of Managerial Accounting (212)	١٠٠	٢	٢	٣	٣
215	لغه اجنبيه (٢) Business English (2)(114)	١٠٠	٢	-	٢	٣
314	اداره الانتاج و العمليات Production & Operations Management (211)	١٠٠	٢	٢	٣	٣
316	مبادئ الادارة الماليه Principles of Financial Management (212)	١٠٠	٢	٢	٣	٣
511	نظم المعلومات الادارية Management Information System (211)	١٠٠	٢	٢	٣	٣

**Business Administration Department**

- **Level 3: Must fulfill 33 units, distributed as follows:**

- Compulsory **15**
- Elective **18**

جدول مقررات المستوى الثالث  
الفصل الدراسي الأول

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمرين	نظري	
411	مبادئ الاقتصاد الكلي Principles of Macroeconomics (213)	١٠٠	٢	٢	٣	٣
317	مبادئ الاستثمار Principles of Investment (316)	١٠٠	٢	٢	٣	٣
B11	تخصص دقيق أخلاقيات الأعمال والحوكمة Business Ethics & Governance (211-212)	١٠٠	٢	-	٣	٣
M11	تخصص دقيق (يختار الطالب مقرر منها) - إدارة التسويق - Marketing Management (312)	١٠٠	٢	-	٣	٣
M14	- تسويق دولي - International Marketing (M11)					
M15	- الإتصالات التسويقية المتكاملة - Integrated Marketing Communication (M11)					
M16	- تسويق الخدمات - Marketing Services (M11)					
421	مقررات اختيارية (يختار الطالب مقرر منها) - التأمين وإدارة المخاطر - Insurance & Risk Management (214)	١٠٠	٢	٢	٣	٣
422	- اقتصاد دولي - International Economics (411)					
423	- اقتصاديات الخدمات العامة - Economics of Public Services					
424	- منظمات دولية - International Organizations (121)					

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جدول مقررات المستوى الثالث  
الفصل الدراسي الثاني

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				نظري	تمرين	
319	ريادة الأعمال و المشروعات الصغيرة Entrepreneurship & Small Enterprises (211)	١٠٠	٢	٣	٢	٣
318	الإدارة الاستراتيجية Strategic Management (312-313-314-315-316)	١٠٠	٢	٣	٢	٣
M11	تخصص دقيق (يختار الطالب مقرر منها) - إدارة التسويق - Marketing Management (312)	١٠٠	٢	٣	٢	٣
M14	- تسويق دولي - International Marketing (M11)					
M15	- الإتصالات التسويقية المتكاملة - Integrated Marketing Communication (M11)					
M16	- تسويق الخدمات - Marketing Services (M11)					
S15	تخصص دقيق (يختار الطالب مقرر منها) - أنظمة معلومات المؤسسات - Information Systems in Organizations (511)	١٠٠	٢	٣	٢	٣
B23	- إدارة الأعمال دولية - International Business Administration (211)					
B24	- إدارة المشروع - Project Management (312 – 315 – 316 – 414)					
F16	- اقتصاديات النقود والبنوك - Economics of Money & Banking (411)					
321	مقررات اختيارية (يختار الطالب مقررين منها) - إدارة الجودة الشاملة - Total Quality Management (314)	١٠٠	٢	٦	٤	٦
322	- إدارة التفاوض - Negotiation Management (312 – 314)					
323	- إدارة المؤسسات العامة - Public Enterprises Management (211)					

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324	- إدارة الأزمات - Crisis Management (211)					
325	- نظرية التنظيم - Organization theory (216)					
326	- المحاسبة في الوحدات الحكومية غير هادفة للربح - Governmental Accounting and Non-Profit Organization					



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- **Level 4: Must fulfill 33 units, distributed as follows:**

- Compulsory **15**
- Elective **18**

جدول مقررات المستوى الرابع  
الفصل الدراسي الأول

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمارين	نظري	
413	مبادئ المالية العامة Principles of Public Finance (411)	١٠٠	٢	٢	٣	٣
414	الاساليب الكمية و اتخاذ القرارات Quantitative Methods & Decision Making (412)	١٠٠	٢	٢	٣	٣
F11	تخصص دقيق (يختار الطالب مقرر منها) - إدارة مالية متقدمة - Advanced Financial Management (317)	١٠٠	٢	٢	٣	٣
F12	- إدارة المحافظ المالية والمشتقات - Derivatives & Portfolio Management (F11)					
F13	- تمويل الدولي - International Finance (F11)					
A13	- نظم المعلومات المحاسبية - Accounting of Information system (511- 313)					
S15	تخصص دقيق (يختار الطالب مقرر منها) - أنظمة معلومات المؤسسات - Information Systems in Organizations (511)	١٠٠	٢	٢	٣	٣
B23	إدارة الأعمال الدولية - International Business Administration (211)					
B24	- إدارة المشروع - Project Management (312-316 -315- 414)					
F16	- اقتصاديات النقود والبنوك - Economics of Money & Banking (411)					
H21	تخصص دقيق (يختار الطالب مقرر منها) - الإدارة الإستراتيجية للموارد البشرية - Strategic Human Resources Management (315)	١٠٠	٢	٢	٣	٣
H22	- إدارة الأداء والحوافز - Performance & Reward					

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<b>H23</b>	Management (315) - تنمية وتدريب الموارد البشرية - Training and Development of Human Resources (315)					
<b>H24</b>	- القيادة - Leadership (216)					
<b>H25</b>	- إدارة التغيير - Change Management (216)					

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جدول مقررات المستوى الرابع  
الفصل الدراسي الثاني

Course Code	Course Title	مجموع درجات المقرر	مدة الامتحان	الساعات أسبوعياً		عدد الساعات المعتمدة
				تمرين	نظري	
512	الاعمال الإلكترونية E-Business (511)	١٠٠	٢	٢	٣	٣
315	ادارة الموارد البشرية Human Resources Management	١٠٠	٢	٢	٣	٣
412	الاحصاء التطبيقي Applied Statistics (214)	١٠٠	٢	٢	٣	٣
F11	تخصص دقيق ( اختيار مادة ) - إدارة مالية متقدمة	١٠٠	٢	٢	٣	٣
F12	- Advanced Financial Management (317) - إدارة المحافظ المالية والمشتقات					
F13	- Derivatives & Portfolio Management (F11) - تمويل دولي					
A13	- International Finance (F11) - نظم المعلومات المحاسبية - Accounting of Information System (313- 511)					
H21	مقررات اختيارية (اختيار مادتين) - الإدارة الإستراتيجية للموارد البشرية	١٠٠	٢	٤	٦	٦
H22	- Strategic Human Resources Management (315) - إدارة الأداء والحوافز					
H23	- Performance & Reward Management (315) - تنمية وتدريب الموارد البشرية					
H24	- Training and Development of Human resources (315) - القيادة					
H25	- Leadership (216) - إدارة التغيير - Change Management (216)					

## 9- Program Admission Requirements

There are no special admission requirements to the program and the common admission requirements applied to all programs and outlined at the institute's bylaws are applied. These requirements are as follows:

### ❖ مادة (٣٠) ترشيح الطلاب

يقبل البرنامج الطلاب الحاصلين على الثانوية العامة حسب القواعد المنظمة لذلك والتي تضعها الجهات المختصة. ويتم اختبارات القبول وفقاً لمجموع درجاتهم في الثانوية العامة

- كما يشترط لقبول الطالب ان يجتاز بنجاح الكشف الطبي للتأكد من صلاحيته لمتابعه الدراسة

### ❖ مادة (٣١) يقبل المعهد المؤهلات الآتية:

- الثانوية العامة بشعبتيها و ما يعادلها من الشهادات العربية و الاجنبية
- ثانويه تجاريه ٣ سنوات
- ثانويه صناعيه ٣, ٥ سنوات
- دبلوم المعاهد الصناعية
- و يقبل بالمستوى الثانى مع عمل مقاصه علميه داخله
- دبلوم تجارى ٥ سنوات
- المعاهد الفنية التجارية

(بالنسبة للدراسه باللغة الانجليزيه يشترط الحصول على ٧٥% حد ادنى فى مادة اللغة الانجليزية)

### ❖ مادة (٣٢):

لا يجوز للطلاب أن يقيد اسمه في أكثر من معهد في وقت واحد ولا يجوز له أن يجمع بين القيد في معهد غير تابع للوزارة أو أي كلية جامعية ولا يجوز إعادة قيد الطالب بالمعهد للحصول على شهادة سبق له الحصول عليها كما لا يجوز إعادة قيده للحصول على شهادة أخرى من معهد مماثل.

### ❖ مادة (٣٣):

يجوز تحويل الطالب المستجد والمرشح بأولى فرق الدراسة بشرط الحصول على الحد الأدنى لمجموع الدرجات الذى وصل اليه القبول بالمعهد.

### ❖ مادة (٣٤):

يجوز تحويل الطلاب المنقولين للفرقة الأعلى عدا السنوات النهائية، وفي حالة تطبيق خطة دراسية مختلفة يتم عمل مقاصة علمية بمعرفة لجنة علمية تشكل بقرار من عميد المعهد.

### ❖ مادة (٣٥):

يجوز تحويل الطلاب غير المستجدين ومنقولين للفرقة الأعلى بمعاهدهم بشرط استيفاء المواد المؤهلة والحصول على الحد الأدنى لمجموع الدرجات للمعهد سنة الحصول على المؤهل أو السنة الجارية أيهما أفضل للطالب.

### ❖ مادة (٣٦):

يشترط في جميع الحالات السابقة ألا يكون الطالب المطلوب تحويله أو نقل قيده قد استنفذ فرص الرسوب كما يشترط تقديم طلب التحويل في المعهد المطلوب التحويل اليه قبل بدء الدراسة ويجوز لمجلس ادارة المعهد عند الضرورة القصى قبول طلب التحويل بعد بدء الدراسة.

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❖ مادة (٣٧):

ويجوز لمجلس ادارة المعهد بعد موافقة رئيس الادارة المركزية قبول طلبة ممن استنفذوا فرص الرسوب من كليات الجامعات أو المعاهد العالية التابعة لوزارة التعليم العالي اذا توافرت فيهم الشروط التالية:

- ١- أن يكون الطالب مستوفيا شروط الالتحاق بالمعهد وأن يكون حاصلا على المجموع الذي وصل اليه القبول في المعهد سنة حصوله على الشهادة الثانوية أو ما يعادلها أو سنة طلب التحاقه بالمعهد أيهما افضل للطالب.
- ٢- أن يكون الطالب مقيد بالكلية الجامعية أو المعهد العالي في السنة الدراسية السابقة على تقديمه للالتحاق بالمعهد.
- ٣- أن يكون قيد الطالب في فرق الدراسة بالمعهد مستجد.

❖ مادة (٣٨):

يجوز قيد وإعادة قيد الطالب في الحالات الآتية:

- ١- الطالب المستجد الذي لم يستكمل اجراءات قيده لعذر مقبول.
  - ٢- الطالب الذي سحب أوراقه وهو مقيد بالمعهد وقدم عذرا مقبولا.
  - ٣- الطالب الذي لم يتقدم لمكتب التنسيق في سنة حصوله على المؤهل بعذر مقبول.
- وفي جميع الحالات يعتبر عام رسوب اعتيادي يحسب ضمن عدد سنوات الرسوب ولكن يقيد الطالب كمستجد في جميع المقررات الدراسية في السنة التي يفيد أو يعاد قيده فيها

## 10-Regulation for Progression and Program Completion

### ❖ مادة (٣٩) نظام الدراسة

يطبق نظام الساعات المعتمدة و ينقسم العام الدراسي الى فصلين دراسيين ويتحدد بدايه و نهاية فصل الدراسي وفق التقويم المعتمد

- يتطلب الحصول على درجة البكالوريوس في احدي التخصصات العلوم الاداريه ان يكمل الطالب ١٣٢ ساعه معتمدة و يسمح للطالب يسجل عدد(١٨) ساعه كحد اقصى في كل فصل دراسي ,اما الفصل الدراسي الصيقي يسمح للطالب ان يسجل عدد (٦)ساعات كحد اقصى,ولا يسمح للطالب الانتقال الي المستوى الاعلى الا بعد اجتياز عدد (٢٧) ساعه معتمدة خلال الفصلين

### ❖ ماده(٤٠) الهيكل العام للبرنامج:

يتطلب الحصول على درجة البكالوريوس في احد التخصصات العلوم الاداريه ان يكمل الطالب ١٣٢ ساعه على النحو التالي:

- ٢١ ساعه معتمدة و تشمل ١٥ ساعه متطلبات اجباريه و ٦ اختاريه
- ١٨ ساعه معتمدة اجباريه مقررات مفاهيم اساسيه
- ٢١ ساعه معتمدة مقررات مساندة منها ١٨ ساعه للمقررات الاجباري و ٣ مقررات اختاريه
- ٣٦ ساعه معتمده للمقررات الوظيفية و منها ٣٠ ساعه اجبارية و ٦ ساعات اختيارية
- ٣٠ ساعه معتمده لمقررات التخصص و تشمل ٢١ ساعه لمقررات اجباريه و ٩ ساعات اختاريه

### ❖ مادة (٤١) المستويات الدراسية:

- ١- تنقسم الدراسة الى اربعة مستويات
- ٢- الدراسة في المستوى الاول و الثاني مشتركه لجميع التخصصات
- ٣- يجوز للاقسام العلميه و موافقه مجلس الادارة ان يشترط ان يجتاز الطالب مقرر او اكثر بتقدير معين يحدده القسم كشرط للقبول في التخصص
- ٤- يتم تحديد تخصص الطالب بعد الانتهاء من اتمام المستوى الدراسي الثاني
- ٥- يجوز لمجلس ادارة المعهد اتخاذ قرار او استمرار التسجيل في اي تخصص وفقا لاعدادالطلاب المقبولين في كل تخصص بناء على اقتراح مجلس القسم المتخصص
- ٦- تقترح المجالس العلميه للاقسام الحدود الدنيا و القصوى لطلاب المقرر الدراسي و يتم اعتمدها من مجلس اداره المعهد

### ❖ ماده (٤٢) قواعد اساسيه:

- يسمح للطالب ان يسجل عدد (١٨) ساعه معتمدة كحد اقصى في كل فصل دراسي
- يسمح للطالب في الفصل الصيقي ان يسجل عدد (٦) ساعات معتمدة كحد اقصى
- لا يسمح للطالب بالانتقال للمستوي الاعلى الا بعد اجتياز عدد(٢٧) ساعه معتمده خلال الفصلين الدراسيين المتتاليين
- لا يسمح للطالب بتسجيل اي مقرر دراسي الا بعد اتمام المتطلبات السابقه

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❖ **مادة (٤٣) الإرشاد الأكاديمي:**

يحدد المعهد لكل مجموعه من الطلاب مرشداً أكاديمياً من أعضاء هيئة التدريس يقوم بنصح الطالب ومساعدته في اختياراته الأكاديمية، وبصفة خاصة المقررات التي يدرسها، علماً بأن الطالب هو المسؤول في النهاية عن اختياراته. ويفضل أن يظل المرشد مثبتاً مع الطالب حتى تخرجه.

❖ **مادة (٤٤) التسجيل و الحذف والإضافة و الانسحاب:**

قبل بداية أي فصل دراسي بأسبوع علي الأقل يعلن المعهد قائمة المقررات التي سوف يتم تدريسها في هذا الفصل، ويفتح باب التسجيل للطلاب فيها. ويحدد مجلس ادارة المعهد الحد الأدنى والأقصى لعدد الطلاب في كل مقرر طبقاً لإمكانات المعهد مع عدم الاخلال بالحد الأدنى او الأقصى لعدد الساعات المعتمدة للتسجيل في الفصل الدراسي، ويلتحق الطالب بالمقررات التي يختارها، بالتنسيق مع المرشد الأكاديمي، طالما كان بها إتاحة يجوز للطلاب بعد إكمال إجراءات التسجيل أن يحذف و يضيف مقررأ أو أكثر وفقاً للحدود المقررة وذلك خلال أسبوعين من بدء الدراسة بدون أية التزامات أكاديمية أو مالية.

الطلاب المتأخرين عن التسجيل حتى نهاية الاسبوع الثالث يتم عرض حالتهم على لجنة شئون التعليم والطلاب ويعتبر الطالب المتأخر عن التسجيل راسب حتى الاسبوع الرابع من بدايه الفصل الدراسي الا اذا قدم عذراً مقبولاً، وإيضاً الطالب الذي يرغب في الانسحاب من الفصل الدراسي بالكامل لظروف مرضية او عذر مقبول من مجلس ادارته المعهد عليه التقدم لشئون التعليم و الطلاب للحصول علي موافقه ويحصل على تقدير منسحب ولا تتدخل في المعدل التراكمي للطلاب

❖ **مادة (٤٥) الحضور و المواظبه :**

- يجب على الطالب ان يحقق نسبه حضور لا تقل عن اجمالي ٧٥% من اجمالي عدد الساعات لكل مقرر على حدة
- اذا تجاوزت نسبه الغياب في احد المقررات ٢٥% من اجمالي عدد الساعات يكون الحق لمجلس ادارته المعهد الحق من حرمانه من دخوا الامتحان النهائي و يعتبر راسب
- اذا تقدم بعذر قهري يقبله مجلس ادارته المعهد عن عدم حضور الامتحان النهائي يتاح للطلاب الحصول على تقدير غير مكتمل (i) بشرط الا يكون قد تم حرمانه من دخول الامتحانات النهائية

❖ **مادة (٤٦) مدة الامتحان و توزيع الدرجات:**

- مدة الامتحان ساعتان و النهاية العظمي لكل مقرر توزع كالاتي:  
✓ ٥٠% \* للامتحان النهائي كحد ادنى  
✓ ٣٠% \* للتكليفات الفصلية كحد اقصى  
✓ ٢٠% \* لامتحان منتصف الفصل الدراسي كحد ادنى
- يجوز بعد موافقه مجلس ادارته المعهد ان يختلف نظام توزيع الدرجات وفقاً لطبيعته المقرر الدراسي
- يجوز ان يتم الامتحان النهائي او منتصف الفصل الدراسي لاي مقرر دراسي بنظام التعليم عن بعد بعد اخذ رأي مجلس ادارته المعهد ويتم عرضه على القطاع المتخصص و رفعه ال وزير التعليم العالي لاعتمادة

❖ **مادة (٤٧) نظام التقييم :**

يحصل الطالب على تقدير رقمي وتقدير حرفي في أي مقرر يدرسه بناء على الدرجة التي يحصل عليها في المقرر طبقاً للجدول التالي:

التقدير الحرفي	التقدير الرقمي	الدرجة (منسوبة للنهائية العظمى)
A+	4	100-95
A	3.7	94%-90%

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<b>B+</b>	<b>3.4</b>	<b>89%-85%</b>
<b>B</b>	<b>3</b>	<b>84%-80%</b>
<b>C+</b>	<b>2.7</b>	<b>79%-75%</b>
<b>C</b>	<b>2.3</b>	<b>74%-70%</b>
<b>C-</b>	<b>2</b>	<b>69%-65%</b>
<b>D+</b>	<b>1.7</b>	<b>64%-60%</b>
<b>D</b>	<b>1.3</b>	<b>59%-55%</b>
<b>D-</b>	<b>1</b>	<b>54%-50%</b>
<b>F</b>	<b>Zero</b>	<b>Less than 50%</b>
<b>FX</b>	<b>Zero</b>	<b>محروم</b>
	<b>IC</b>	<b>غير مكتمل</b>
	<b>W</b>	<b>منسحب</b>

**وباستخدام هذا الجدول يتم حساب نقاط المقرر والمعدل الفصلي والمعدل التراكمي للطالب كما يلي:**

- نقاط المقرر للطالب هي حاصل ضرب عدد ساعات المقرر المعتمدة في التقدير الرقمي الذي حصل عليه الطالب.
- المعدل الفصلي للطالب هو خارج قسمة مجموع نقاط المقررات التي درسها الطالب في الفصل على مجموع الساعات المعتمدة لهذه المقررات.
- المعدل التراكمي للطالب هو خارج قسمة مجموع نقاط كل المقررات التي درسها الطالب حتى تاريخه على مجموع الساعات المعتمدة لهذه المقررات.

**❖ مادة (٤٨) انذار الطالب وفصله من التخصص او المعهد**

- ١- ينذر الطالب الذي يحصل على معدل تراكمي اقل من (D-) باستثناء الفصل الدراسي الاول من التحاقه بالمعهد
- ٢- لا يعد الفصل الدراسي الصيفي فصلا دراسيا لاغراض انذار الطالب و فصله عند حصوله على معدل تراكمي اقل من (D-)
- ٣- على الطالب الذي قد وجه له الانذار الاكاديمي ان يرفع معدله التراكمي لالغاء الانذار
- ٤- يفصل الطالب من التخصص اذا اخفق في رفع معدله التراكمي بعد مرور مده فصلين دراسين ويستثنى من ذلك الطالب الذي اتم بنجاح ١٠٥ ساعه معتمدة
- ٥- لا بعد الفصل الدراسي الصيفي او الفصل الدراسي الذي يؤجل من ضمن المدة المقررة لرفع الانذار

**❖ مادة (٤٩) إعادة دراسته المقررات:**

- ١- يجوز للطالب اعاده دراسته اى مقرر اجبارى او اختياري سبق دراسته لتحسين الدرجة و رفع معدله التراكمي
- ٢- يسمح للطالب لاعاده خلال فصلين دراسين رئيسين من دراسته الطالب للمقرر
- ٣- اذا رسب الطالب فى الاعاده يعتبر راسبا فى المقرر ويجب عليه دراسته هذا المقرر فى فصل دراسي لاحق



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- ٤- اذا درس الطالب مقررا اختياريا و رسب فيه يجوز له دراسته مقرر اختياري اخر تعويضا عنه لاستكمال متطلبات الخطة الدراسية له ويعتبر المقرر الاخير كمقرر معاد بالنسبة للمقرر الاختياري الذي رسب فيه من حيث حساب تقديرة في المعدل الفصلي التراكمي استمرار احتساب التقدير في المقرر الاختياري الذي رسب فيه
- ٥- اذا نجح الطالب عند اعادته للمقرر لا يجوز اعادته مره اخرى

### ❖ مادة (٥٠) فرص القيد:

- لا يجوز للطالب ان يقضى في المستوى الواحد اكثر من سنتين
- لمجلس اداره المعهد ان يسمح لطلاب :
- ✓ المستوى الثانى بتأديه الامتحانات من الخارج فى السنه الثانيه كفرصه اخيره
- ✓ اما المستوى الثالث و الرابع فيسمح بتأديه الامتحان ثلاث مرات من الخارج

### ❖ ماده (٥١) تأجيل الدراسه او الانقطاع عنها:

- ١- يجوز للطالب ان يتقدم بطلب تأجيل الدراسه اة وقف قيده قبل بدء الفصل الدراسي الذى يرغب تأجيل دراسته فيه بعذر يقبل
- ٢- لا يجوز ان تزيد مدة التأجيل عن فصلين دراسيين متتاليين او ثلاثه متفرقه
- ٣- لا يجوز للطالب تأجيل الدراسه فى الفصل الدراسى الاول لالتحاقه بالمعهد
- ٤- اذا انقطع الطالب عن الدراسه فتره تتجاوز الفصل الدراسي الرئيسى يعتبر تسجيله لاغى الا اذا قدم عذرا قهريا
- ٥- اذا بدأت الدراسه فى اى من الفصول الدراسيه الرئيسيه و لم يكن الطالب مسجلا فى ذلك الفصل يعتبر منقطع عن الدراسه و يعتبر تسجيله ملغيا الا بعذر قهرى

### ❖ مادة (٥٢) الاعتذار:

اذا تخلف الطالب عن دخول الامتحان بعذر قهرى يقبله الاداره لا يعتبر راسب على الا يزيد التخلف عن فرصتين متتاليتين او متفرقتين طول مدة الدراسه بالمعهد و يجوز فى حاله الضرورة القصوى ان يمنح مجلس الاداره اذارا اضافيه على ان يعرض على لجنه القطاع المتخصص.

### ❖ ماده (٥٣) ايقاف القيد:

- يجوز لمجلس اداره المعهد ان يوقف قيد الطالب لمدة سنتين دراسيين خلال فتره دراسته اذا تقدم بعذر مقبول يمنعه من الانتظام فى الدراسه
- كما يجوز للجنه القطاع زياده مدة الايقاف

### ❖ مادة (٥٤) احكام عامه:

يخضع الطالب للنظام العام للمعهد من حيث نظام الانذار و فرص الاعادة و الفصل من المعهد او اعاده القيد و الاعذار المقبوله و وقف القيد بما يتفق مع اللوائح و القوانين التنفيذيه للمعاهد

### ❖ مادة (٥٥) تاريخ سريان اللائحه:

- تطبق احكام هذه اللائحه اعتبارا من العام الجامعى التالى لصدورها و تطبق فور سريانها على الطلاب المستجدين بالمعهد
- اما الطلاب الذين التحقوا بالمعهد قبل تطبيق هذه اللائحه فتسرى عليهم احكام اللائحه التى كانت ساريه فى تاريخ التحاقهم بالمعهد

## II- Teaching and Learning Methods in Program

### Different Teaching and learning Methods are used to :

- \*Encourage students to participate in group works
- \*Provide students with opportunities to engage and encourage them in learning across many channels
- \*Design the students with the key features in using the academic platforms required as All students will have access to Google classroom platform through academic mails, learning content, tools and activities related to their chosen program of study.
- \* Support the teaching process due to covid-19 pandemic, the instructors are using the Google classroom to upload lectures videos, labs videos and exchange assignments through academic mails.
- \*Support the teaching process techniques in problem solving inductive learning
- \* Ensure that students are prepared for study and are familiar with the learning environment and sources of support during their student journey.

Teaching and Learning Strategies	Teaching and Learning Methods
➤ Active Learning	➤ Lectures
	➤ Tutorials
	➤ Open Discussions
➤ Self-Learning Strategy	➤ Research & Reporting ➤ Self-studies
➤ Problem Solving Strategy	➤ Problem Solving / Problem-based Learning ➤ Case studies
➤ Experimental Strategy	➤ Presentations ➤ Group Work
➤ Blended Learning	➤ Combination between methods of Synchronous E-Learning and Asynchronous E-Learning

## 12- Teaching and Learning Resources in Program

- Recommended Text Books
- Reading Slides Materials
- Web-site Searches
- Online learning Materials

## 13- Assessment Methods and Regulations for Students Enrolled in Program

The system complies with the NARS General Principles and guidelines for Effective Assessment. Assessment of students is based, in the first place, upon examinations.

- A variety of assessment methods are adopted based on traditional academic techniques such as essay-based coursework and exams. The assessment shall include an opportunity for self-reflection and contain an element of performance monitoring to ensure students perform to their abilities.
- The semester work is assessed based on assignments, and mid-term exam, Quizzes, presentations, discussion.
- The course specification defines explicitly the methods of assessment for each course.
- All courses carry the same weight (100 marks)

### - Student assessment methods:

Methods	Assessment
<b>Quizzes</b> (Quiz 1 and Quiz 2)	Give the students a written quiz that involves just 5 to 10 questions, to assess the knowledge and understanding achieved by the student during previous lectures.
<b>Midterm Exam</b>	To assess the knowledge and understanding achieved by the student during the previous weeks.
<b>Final written Exam</b> (Pencil-to-Paper)	To evaluate what the student gain at the end of the course, and to assess: the knowledge and understanding, general skills, and intellectual skills.

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<b>Assignments</b>	To test and help student training on exams, to evaluate knowledge understanding, and intellectual skills.
<b>Formative assessment</b>	-open question -1-2-3 Questions (What did you learn from the lecture? - What things would you like to know more about? - Do you have questions? What is it?)
<b>Participation (Oral Presentations)</b>	To assess the knowledge and understanding achieved by the student during the previous weeks.

#### Weighting of assessments

According to regulations and requirements of the ministry of higher education, Courses fall into three categories:

Assessment method	Grade weight (%)	Week
<b>Course Work ( Tutorial Exercise and Assignments)</b>	10%	Every week
<b>Quiz 1</b>	10%	Week 4
<b>Mid-term exam</b>	20%	Week 7
<b>Quiz 2</b>	10%	Week 11
<b>Final Written exam</b>	50%	----

## 14- Evaluation Methods For Program

Evaluator	Tool	Sample
1. Senior students	<b>Questionnaire</b>	<b>Refer to Quality Manual / Report</b>
2. Alumni	<b>Questionnaire</b>	
3. Stakeholders (Employers)	<b>Questionnaire</b>	
4. External Evaluator or External Examiner	<b>Review Report</b>	<b>Attached</b>
5. Others		<b>Ministry of Higher Education &amp; Scientific Research</b>

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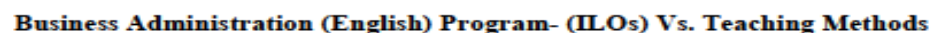
## C. Appendices

### Appendix I: The Program Matrices:

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**A1.1: Matrix of Graduate attributes vs Program Mission and Objectives**

Graduate Attributes	- Business Administration program Mission & Aims													
	Program Mission				Program Aims									
	Education	Scientific research	Community service	Morals and ethics	1	2	3	4	5	6	7	8	9	10
A.1	✓	✓			✓		✓		✓	✓			✓	
A.2	✓		✓			✓	✓	✓	✓		✓	✓		✓
A.3			✓	✓		✓		✓				✓		✓
A.4	✓	✓	✓			✓				✓	✓			✓
A.5			✓	✓			✓	✓		✓		✓	✓	✓
A.6	✓			✓	✓			✓				✓		✓
A.7	✓	✓			✓		✓			✓			✓	✓
A.8	✓		✓				✓		✓	✓	✓		✓	✓



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A1.3: Assessment methods vs Program ILOs



Assessment Methods	Business Administration(English) Program ILOS Vs. Assessment Methods																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A1.4: Learning and evaluation methods vs. Program courses

Business Administration Program (English) Courses VS. Teaching Methods									
Course Code	Course Name	Lectures	Tutorial sections	Self Learning	Assays and reviews	Discussion groups	Brainstorming	Problem solving	E-learning
114	English (1)	✓	✓	✓	✓	✓			
112	Principles of Economics	✓	✓	✓	✓	✓			
212	Principles of Financial Accounting	✓	✓	✓					
211	Principles of Business Administration	✓	✓	✓	✓	✓			
122	National identity and its Achievements	✓	✓	✓	✓	✓			
113	Principles of Law	✓	✓	✓	✓	✓	✓	✓	
121	Principles of Political Science	✓	✓	✓	✓	✓	✓	✓	
111	Creative Thinking	✓	✓	✓	✓	✓		✓	
216	Organizational Behavior	✓		✓	✓			✓	
115	Communication Skills	✓	✓	✓	✓	✓		✓	
214	Business Mathematics	✓	✓	✓	✓	✓			
123	Human Rights	✓			✓			✓	
124	Human and the Genius of place	✓	✓	✓	✓	✓			
213	Principles of Microeconomics	✓	✓	✓		✓			
310	Logistics & Supply Chain Management	✓	✓	✓	✓	✓			
311	Principles of cost accounting	✓	✓	✓	✓				
312	Principles of Marketing	✓	✓	✓	✓	✓		✓	
415	Commercial Law	✓	✓	✓	✓	✓		✓	
416	Business Analytics	✓	✓	✓	✓	✓		✓	
313	Principles of Managerial Accounting	✓		✓	✓				
215	Business English (2)	✓		✓	✓				
314	Production & Operations Management	✓		✓	✓			✓	
316	Principles of Financial Management	✓	✓	✓	✓	✓			

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Business Administration Program (English) Courses VS. Teaching Methods									
Course Code	Course Name	Lectures	Tutorial sections	Self Learning	Assays and reviews	Discussion groups	Brainstorming	Problem solving	E-learning
511	Management Information system	✓	✓			✓	✓		
411	Principles of Macroeconomics	✓	✓	✓	✓	✓		✓	
M15	Integrated Marketing Communication	✓	✓	✓	✓	✓		✓	
M16	Marketing Services	✓	✓	✓	✓	✓			
421	Insurance & risk Management	✓	✓	✓		✓	✓	✓	✓
422	International Economics	✓	✓	✓	✓	✓			
424	International Organizations	✓	✓	✓				✓	
423	Economics of Public services	✓	✓	✓	✓	✓			
317	Principles of Investment	✓	✓	✓	✓	✓	✓		
B11	Business Ethics & Governance	✓	✓	✓	✓	✓		✓	
M11	Marketing Management	✓	✓			✓	✓	✓	
M14	International Marketing	✓	✓			✓	✓		
515	Information Systems in Organizations	✓	✓			✓	✓		
B23	International Business Administration	✓	✓			✓	✓		
B24	Project Management	✓	✓	✓	✓	✓			
F16	Economics of Money & Banking	✓	✓	✓	✓	✓			
321	Total Quality Management	✓		✓	✓			✓	
322	Negotiation Management	✓	✓	✓	✓	✓		✓	
323	Public Enterprises Management	✓	✓	✓	✓	✓		✓	
324	Crisis Management	✓	✓	✓	✓	✓		✓	
325	Organization Theory	✓	✓	✓	✓	✓			
326	-Governmental Accounting and Non Profit Organization	✓		✓	✓				
318	Strategic Management	✓		✓	✓			✓	

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A1.5: Assessment methods vs. Program Courses

level	Semester	Course Code	Course Name	Midterm Exam	Final Exam	Quiz 1	Quiz 2	Assignment	Oral Presentation
one	First Semester	114	English (1)	√	√	√	√	√	
		112	Principles of Economics	√	√	√	√	√	
		212	Principles of Financial Accounting	√	√	√	√	√	
		211	Principles of Business Administration	√	√	√	√	√	
		122	National identity and its Achievements	√	√	√	√	√	
		113	Principles of Law	√	√	√	√	√	
		121	Principles of Political Science	√	√	√	√	√	
	Second Semester	111	Creative Thinking	√	√	√	√	√	
		216	Organizational Behavior	√	√	√	√	√	
		115	Communication Skills	√	√	√	√	√	
		214	Busniess Mathematics	√	√	√	√	√	
		123	Human Rights	√	√	√	√	√	
		124	Human and the Genius of place	√	√	√	√	√	
two	First Semester	213	Principles of Microeconomics	√	√	√	√	√	
		310	Logistics & supply Chain Management	√	√	√	√	√	
		311	Principles of cost accounting	√	√	√	√	√	
		312	Principles of Marketing	√	√	√	√	√	
		415	Commercial Law	√	√	√	√	√	
	Second Semester	416	Busniess Analytics	√	√	√	√	√	
		313	Principles of Managerial Accounting	√	√	√	√	√	
		215	Business English (2)	√	√	√	√	√	
		314	Production & Operations Management	√	√	√	√	√	
		316	Principles of Financial Management	√	√	√	√	√	
		511	Management Information system	√	√	√	√	√	

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level	Sem ester	Course Code	Course Name	Midterm Exam	Final Exam	Quiz 1	Quiz 2	Assignment	Oral Presentation
three	First Semester	411	Principles of Macroeconomics	√	√	√	√	√	
		M15	Integrated Marketing Communication	√	√	√	√	√	
		M16	Marketing Services	√	√	√	√	√	√
		421	Insurance & Risk Management	√	√	√	√	√	
		422	International Economics	√	√	√	√	√	
		424	International Organizations	√	√	√	√	√	
		423	Economics of Public services	√	√	√	√	√	
		317	Principles of Investment	√	√	√	√	√	
		B11	Business Ethics & Governance	√	√	√	√	√	
		M11	Marketing Management	√	√	√	√	√	√
		M14	International Marketing	√	√	√	√	√	√
	Second Semester	S15	Information Systems in Organizations	√	√	√	√	√	
		B23	International Business Administration	√	√	√	√	√	
		B24	Project Management	√	√	√	√	√	
		F16	Economics of Money & Banking	√	√	√	√	√	
		321	Total Quality Management	√	√	√	√	√	
		322	Negotiation Management	√	√	√	√	√	
		323	Public Enterprises Management	√	√	√	√	√	
		324	Crisis Management	√	√	√	√	√	
		325	Organization Theory	√	√	√	√	√	
		326	Governmental Accounting and Non-Profit Organization	√	√	√	√	√	
		318	Strategic Management	√	√	√	√	√	
		319	Entrepreneurship & Small Enterprises	√	√	√	√	√	
		M11	Marketing Management	√	√	√	√	√	√
		M14	International Marketing	√	√	√	√	√	√
		M15	Integrated Marketing Communication	√	√	√	√	√	√
		M16	Marketing of services	√	√	√	√	√	√

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level	Semester	Course Code	Course Name	Midterm Exam	Final Exam	Quiz 1	Quiz 2	Assignment	Oral Presentation
four	First Semester	413	Principles of public Finance	✓	✓	✓	✓	✓	
		S15	Information Systems in Organizations	✓	✓	✓	✓	✓	
		H22	Performance & Reward Management	✓	✓	✓	✓	✓	
		H23	Training & Development of Human Resources	✓	✓	✓	✓	✓	
		H24	Leadership	✓	✓	✓	✓	✓	
		H25	Change Management	✓	✓	✓	✓	✓	
		B23	International Business Administration	✓	✓	✓	✓	✓	
		B24	Project Management	✓	✓	✓	✓	✓	
		F16	Economics of Money & Banking	✓	✓	✓	✓	✓	
		H21	Strategic Management of Human Resources	✓	✓	✓	✓	✓	
		414	Quantitative Methods & Decision Making	✓	✓	✓	✓	✓	
		F11	Advanced Financial Management	✓	✓	✓	✓	✓	
		F12	Derivatives & Portfolio Management	✓	✓	✓	✓	✓	
		F13	International Finance	✓	✓	✓	✓	✓	
		A13	Accounting of Information System	✓	✓	✓	✓	✓	
	Second Semester	S12	E-Business	✓	✓	✓	✓	✓	
		315	Human Resources Management	✓	✓	✓	✓	✓	
		F11	Advanced Financial Management	✓	✓	✓	✓	✓	
		F12	Derivatives & Portfolio Management	✓	✓	✓	✓	✓	
		F13	International Finance	✓	✓	✓	✓	✓	
		A13	Accounting of Information System	✓	✓	✓	✓	✓	
		H21	Strategic Human Resources Management	✓	✓	✓	✓	✓	
		H22	Performance & Reward Management	✓	✓	✓	✓	✓	
		H23	Training & Development of Human Resources	✓	✓	✓	✓	✓	
		H24	Leadership	✓	✓	✓	✓	✓	
		H25	Change Management	✓	✓	✓	✓	✓	
		412	Applied Statistics	✓	✓	✓	✓	✓	

## A1.6 NARS vs. ILOs

[illegible]

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### A1.7 Graduate attributes vs. Program ILOs

[illegible]

[illegible]



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[illegible]

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[illegible]

## Appendix 2: Program Courses Content

### The Scientific Content of the Academic Courses

Communication Skills (115)		طرق و مهارات الاتصال
<b>Prerequisite:</b>	-	
<b>Course content</b>	<p>Communication Skills is one of the ruling skills of the individual and group performance, that derives its importance from its role in achieving the common understanding , persuasion &amp; effectiveness in others, as it build others opinion and support the new thoughts ,the new creative processes and the organizational innovation that which helps in achieving the organizational effectiveness in reaching the specific goals, communication skills aims to provide the student with the concepts ,knowledge and the theories of communication, and give them required skills for effective communication through the basic principles of verbal and non-verbal communication , in addition to the communication technology in the work place.</p>	

Principles of Law (113)		مبادئ القانون
<b>Prerequisite:</b>	-	
<b>Course content</b>	<p>This course is divided into two parts: Part one: it includes the law theory, the basic definition of the legal rule and its characteristics, the law section and branches, the idea of the public system and public morals and its applications, it also concerned with the bases of public sources, how to apply the law in terms of the place, the time and people should be applied on- Part two: it includes the right theory, which includes the right definition, its types, sources, usage and also how to prove and protect it.</p>	

Principles of Economics (112)		مبادئ الاقتصاد
<b>Prerequisite:</b>	-	
<b>Course content</b>	<p>This course includes the basic principles of economics and define its concepts, the general economic problems in Islam, the characteristics in the capital economic system. The micro economics which about the demand and supply and the micro equilibrium, the consumer behavior and the elasticity, the producer behavior, monopoly and the competition, the macroeconomics course describe the national income and its equilibrium, the international economic relations in the foreign trade, the money and banking.</p>	

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Creative thinking (111)		التفكير الابتكاري
Prerequisite:	-	
Course content	<p>This course aims to develop the innovative capabilities for all students in different fields, it includes the study for the basics of creative thinking principles and the factors that affect in the surrounding environment and the desires of self – realization and the motivation for achievement, the values, the psychological stress, the professional intention teaching methods, the personality traits, it also includes how to use the verbal creative thinking. This course is based on the interaction between students through projects and to show the students capabilities in logical thinking and the scientific analysis and also the connection between the variables, and the suggestion of the creative solution of the scientific problems.</p>	

Principles of Political Science (121)		مبادئ العلوم السياسية
Prerequisite:	-	
Course content	<p>This course deals with the basics principle of the political science, in which may know the political environment , it includes the basic concepts of the political science , the sources of the political science , the state and its components and elements, the united states , the federal system , the confederacy, the concept of the authority and its types, the government division Sovereignty and its sources and characteristics, the sovereignty theory, the ideology, the capital , the socialism, the democratic system. Nationalism and its components, the concept of political parties and its types, advantages and disadvantages, the public opinion, the effect of the public opinion and its division, the citizen and basic, political rights, the constitution and its principles, the establishment of the constitution and its cancellation.</p>	

Human Rights (123)		حقوق الإنسان
Prerequisite:	-	
Course content	<p>This course deals with the human rights from the political science point of view, it describe the concept of the human rights , the religious foundations and philosophy to this concept, the different dimensions of human rights from political rights , economical rights ,civil rights, social rights ,cultural rights, collective rights and the degree of cohesion among them official and non-official means of protection of human rights and the international dimension for the human rights ,either in the international organization , governmental &amp;non-governmental regional or in the foreign policies for countries , this study concluded at the end by analyzing the different constraints which faces the respect for the human rights in different categories ,</p>	

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	and the ways in order to overcome this constraints.
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Human and the Genius of place (124)	الإنسان وعبقريّة المكان
<b>Prerequisite:</b>	-
<b>Course content</b>	This course contains the historical roots for the natural geographical of Egypt and the role of its location in the Arabic and African region across throughout the history, the importance of the geographical dimension for this location and its impact on the national security, its impact of this natural location on the behavioral patterns on the Egyptian citizen.

National identity and its Achievements (122)	الهوية الوطنية وإنجازاتها
<b>Prerequisite:</b>	-
<b>Course content</b>	This course aim to describe the national identity in terms of the concepts ,goals and the relationship between the national identity and the citizen, also it enhance the extent of the national identity and its role in raising the awareness for the future generation , and the interrelationship between the national identity and its achievements throughout the history from the development and military terms, the achievement in strategic manner in sustainable development , the role of the media in enhancing the national awareness.

English (1) (114)	لغة اجنبية (١)
<b>Prerequisite:</b>	-
<b>Course content</b>	This course intends to stimulate students to use the English language in their career path. It provides the student with a wide range of vocabulary and grammar in addition to the essential reading and writing skills necessary for the current globalization era. This course focuses on the proper use of English language through exercises dealing with essential grammar and structure. The course can serve as basic for revision and as means of practicing new material. The course will use self-explanatory texts and exercises to enable the student to understand the meaning of a variety of widely used vocabulary. The course also intends to enhance the students' written and oral communication skills with emphasis on how a student can present him/herself and his/her ideas in clear English. The course will also deal with reading comprehension and contains some simple topics related to current legal, economic, social, and political issues.

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Business English (2) (215)		لغة اجنبية (٢)
<b>Prerequisite:</b>	114	
<b>Course content</b>	<p>This course is an extension to English (1). It introduces the use of English language in business. Its main objective is to improve students' skills in writing and presenting business reports. The course covers major areas of business such as Marketing with the objective of defining marketing, discussing marketing research, brain storming promotional companies describing the benefits of customer loyalty, presenting sales techniques and strategies. The course will also talk about accounting issues such as budgets, and discuss the financial reports. Furthermore, the course will discuss human resource management issues such as employee commitment, employee retention, performance evaluation, and hiring and promotion practices.</p>	

Commercial Law (415)		القانون التجارى
<b>Prerequisite:</b>	112	
<b>Course content</b>	<p>This course includes the following topics: the main definition of the commercial law and its development, its nature and the discrimination standard between the commercial work and the civil work and the commercial business (the Absolute commercial business &amp; The mixed business work) and its types according to the Egyptian commercial law, gaining the Merchant status, his duties (commercial journals – trade registration entry). The merchant business and its elements, and explaining the commercial restrictions such as selling the commercial business and commercial mortgage.</p>	

Principles of Business Administration (211)		مبادئ ادارة الاعمال
<b>Prerequisite:</b>	-	
<b>Course content</b>	<p>This course introduce the basic principles of business administration , by defining the administration as an private operation by using the available resources in achieving the organization goals ( companies-university- hospitals)with the efficiency and effectiveness required , this course is exposed to the professional management and the manger tasks which helps him in achieving the organization goals , the course begins with the planning function which starts with the organization's objectives and making plans to achieve it and determine the financial and human resources required .this is followed by showing the regulation of the organization function and the set plan in achieving the required objectives , in addition to represent their performance</p>	

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	and their tasks in displaying their connection methods in cooperative relations in terms of the organizational structure , and that follows displaying the leadership , direction and its motivation , this course shows the leadership patterns and ways of motivating the manager , finally it show the how to follow up and supervising and evaluating the performance and the monitoring methods available for the manager in ensuring the required objectives , this course focuses on the integrated nature for the manger tasks as each job may affect positively on other jobs , and it is realized that the planning function it is the start which may effect on other administrative work ,also the censorship function may reformulate the objectives and the future plan.
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Principles of Financial Accounting (212)		مبادئ المحاسبة المالية
<b>Prerequisite:</b>	-	
<b>Course content</b>	This course aims to provide the concepts , fundamental principles of the financial accounting by displaying the financial statements in financial accounting as it is an information system that actually produce the financial information for the business institutions in the form of prepared financial statements according to the basic principles of accounting , the student should define this through the financial report and explaining the elements and the usage of this financial statements ( by showing the difference between the three types of the institutions : (individuals , private companies. Financial companies), the student should be defined and trained on recording the financial operations in different stages of the financial cycle ending by preparing the financial statements , this course may focus on the financial processors in certain items from the financial statements which includes : the inventory , the debtors, the long term assets and the property rights , this course includes training the student on the financial analyzing for the business institutions statements in order to understand the importance of financial information and use it in making the financial and investment decision.	

Principles of Microeconomics (213)		مبادئ الاقتصاد الجزئي
<b>Prerequisite:</b>	112	
<b>Course content</b>	The main aim in studying economics is trying to solve the relative scarcity for the economic resources available for a society, and this requires explaining the determining the prices of the consumer's goods and the factors of production and the quantities required, this may be achieved through a study an economic behavior for the economic units to the consumer, producer, goods and the market. The consumer presented by the demand side on the good while the producer presented by the supply side on the good , and the	



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	<p>interaction of the market force determine by the demand and supply by which the price and the quantity for the good, the pricing operation depends on the market demand either for the good or the production service in consideration the buyer and the seller , and may differentiate between competitive markets , oligopoly, and monopoly and when the price is determine by the price of the good and the quantity , it can determine the factors of production for the production process which is required to produce these quantities , and from this solving the problems of allocation of the scarce resources which is available for a society in their different usages.</p>
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Business Mathematics (214)		رياضيات الاعمال
Prerequisite:	-	
Course content	<p>This course aims to develop the students' abilities in understanding the basic concepts and methods of Business of Mathematics and different application in commercial science, it also aims to identifying the students with the different types of mathematical function and different methods and ways in solving the linear equations by using the matrices and determinant, it also identify the student by linear programming methods that the student be able to build or develop the mathematical models which help in solving the administrative problems.</p>	

Organizational Behavior (216)		السلوك التنظيمي
Prerequisite:	-	
Course content	<p>This course discuss the concepts, theories and the models which deals with the individual human behavior for groups and individuals, and in organizations in different types ,also the behavior of the organizations , the interaction between the organization and the individual , that may help in understanding and explaining the determinates of the individual and organization behavior and predict it ,from then developing the skills of dealing with superiors and subordinates and all colleagues in the work place , and also dealing with others outside the organization such as customers , suppliers and others , this course help in developing self-ability to influence on others behavior , and on dealing on work stress , organization struggles , leadership , through this course it can provide the student the modern concepts in the field of organization behavior which includes personal traits and its patterns , learning types and styles , its elements and directions , the work satisfaction, motivation , team work , the organization pressure and conflicts and the leadership patterns.</p>	

Logistics & Supply Chain Management (310)	إدارة اللوجيستيات و سلاسل الامداد
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<b>Prerequisite:</b>	-
<b>Course content</b>	<p>This course represent one of the entrances the modern management for the organization activities , in which represented by the full integrated administrative for business or logistics work which may help in achieving the organization objectives effectively , this course show the basic principles and the scientific foundations in choosing between the logistics alternatives that is related to sources of supply and the purchasing policies and choosing the inventories places , storage and stock control and packaging and transportation , the importance of this course embodied in focusing on the logistics functions in the organization which has been a great proportion in the operating costs in this organizations which may affect the customers , this course aims to provide the student with the modern concepts with is related to an effective management for the logistics business , and developing the skills in the planning field in the logistics activities ,and in operating the supplying orders , choosing and evaluating the suppliers , and the inventories control , in talking the decision that is related to the financial distribution such as transportation, packaging , and packing which may lead to an increase in the improvement of productivity and the quality and achieving the customers satisfaction.</p>

Principles of Cost Accounting (311)		مبادئ محاسبه التكاليف
<b>Prerequisite:</b>	212	
<b>Course content</b>	<p>This course provides the students with the basic scientific concepts and the accounting application, the cost accounting in the production and services projects in order to analyze the production cost and services and how to control it. this course explains the concept of cost and categorizing it into types and use this categorization in preparing the financial statement for the institutions and show the relation between the revenues and the production volume, ways of pricing the raw materials from the inventories, methods of calculating the direct wages, methods of the indirect costs for the production in the services centers.</p>	

Principles of Marketing (312)		مبادئ التسويق
<b>Prerequisite:</b>	211	

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<b>Course content</b>	<p>This course derives its importance from the role that plays the marketing activities in the modern business institutions , as it is considered the main essential foundation in achieving the objectives and ensuring the development and continuous of the business field , the main target of this course is identifying the students by the basic concepts and principles and methods that control the marketing decision making , in addition to develop their awareness by the role that the customers play in designing the effective strategic marketing , and the importance in understanding the needs and desires and provide the marketing elements ( product – price – distribution – promotion) which achieve the customer satisfaction and loyalty toward the organization, in addition this course represents some of the modern issues in the marketing field such as the direct marketing , the environmental marketing , the marketing ethics and other related issues.</p>
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<b>Principles of Managerial Accounting (313)</b>		<b>مبادئ المحاسبة الادارية</b>
<b>Prerequisite:</b>	212	
<b>Course content</b>	<p>This course aims to provide the basic concepts and methods of the managerial accounting which helps the management group for the business institution in decision making process, the Business institution needs under the competitive environment to prepared accounting information on the economic basis from the user of this information point view , the managerial accounting meets the needs of the administration for the financial and non -financial economic information about the good, services, suppliers , clients, and the institution units for the purpose rationalizing the administration decision ,the course begins with defining the role of the managerial accountant in the institution and the modern concepts in the cost management , the course explains the cost concept and classifying them into types and use this classification in preparing the financial statements for the institution and showing the relation between the expenditure and revenues and the production volume , this course exposed to the traditional cost system, and also the modern costing system which determine the costs in the term of an entry to institution 's activities in order to maximizing the value added from this activities , then the student exposed to the administration decision in the production and distribution process and the role of the managerial accounting database in showing the costs and the methods used in decision making , and by using the entry of the standard costs to show the planning budgets in planning , formatting and resources directions , then the course explains the evaluating of the institution performance and its units after showing the concept of the responsibilities centers, and showing the technical aspects which is related to determine the results of this units and also evaluating the institution performance by using an entry of the balanced integrated</p>	

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	scale cards for the performance and behavior consideration in the evaluation, finally it explains the methods of pricing and decision making in capital expenditure by using the accounting information.
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Production & Operations Management (314)		اداره الانتاج و العمليات
<b>Prerequisite:</b>	211	
<b>Course content</b>	<p>The business organization faced in the last two century development in the philosophy ,systems and the business strategies , which had a clear reflection on the management trends in the production, marketing, purchasing process ,since it is centered around the concepts of added value , competitive advantages, quality, and operation in modern projects , which is related with the development of the production system and production system design , in addition to the organization aspects for the industrial projects , planning the production process, and operating economics, by concentrating on operation research and its usage in the production field , and also the modern development in the management philosophy in this vital field such as the comprehensive quality and rebuilding the engineering process and 6 sigma, in which it support the operation and production process in the modern projects.</p>	

Human Resources Management (315)		ادارة الموارد البشرية
<b>Prerequisite:</b>	-	
<b>Course content</b>	<p>This course stands to the importance role of the effective management to the human resources in supporting the competitive advantage and improving the organization performance in the 21century ,which provide the students with the basic concepts and skills ,and contemporary which is related to the human resources , as it display the general basics of the human resources management ,the methods and its main activities such as planning the human resources needs ,assigning the career guidance ,training and development ,designing the career path , designing the wages structure, performance management , developing the employers relationship, in addition to evaluating the performance of this activities through using the appropriate learning tools such as applied and education cases and the simulation models , this will provide the student the chance to develop their skills in the different fields for the strategic human resources management that aims to achieve the objectives of organization, individual and society.</p>	

Principles of Financial Management (316)		مبادئ الادارة الماليه
<b>Prerequisite:</b>	212	

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<b>Course content</b>	<p>This course represents the concepts and tools that helps the financial manager to achieve his objectives in maximizing the firm value by increasing the stock price in stock market. This objective requires to follow some policies and taking decisions that increase the company's revenues taking into consideration the risks that faces it. This course exposed to determine the financial usage (short-term investment, long-term investment), determine the fund sources from loans and explaining the performance of the financial manager in the monetary management and the entrance of applying the manager instruments in analyzing, planning and controlling the financial management operation, Since this analysis includes evaluating the financial performance for the company and indicates the ability of the general manger responsibilities. Planning and supervising the short term and long term planning for the profits , in addition of preparing the estimated budget for the controlling purposes , for the long term planning it includes the long term investments (fixed assets)for certainty and uncertainty circumstances and this requires determine the financial costs as an element in these decisions , in addition to determine the financial structure which raise the institution value and affect the distribution policies that followed by the company.</p>
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Principles of Investment (317)		مبادئ الاستثمار
<b>Prerequisite:</b>	316	
<b>Course content</b>	<p>This course aims to provide the student with the nature of the stock market(BOURSA) and defining it by how to take the decision in dealing with the stock market as an investor or speculator, it also help in understanding all parties involved in the investments which includes the savers or lenders (individuals &amp; institutions) who wish to invest in the stock market and institutions that needs this money , and the government agencies , banks, media ,regulating agencies, this course shows the concepts and methods in decision making in buying and selling the securities ,also in analyzing and evaluating the stocks and bonds , it concentrate on the fundamentals analysis and technical that are required in taking the investment decisions , also in building the stock portfolio and evaluating its performance, also includes using the speculators tools and hedging from risks , this course focus on the entrance of decision making and the financial engineering by evaluating its performance through presenting "derivatives" the options contracts ,future contracts and swaps contracts in a simple way.</p>	

Strategic Management (318)		الاداره الاستراتيجية
<b>Prerequisite:</b>	312-313-314-315-316	

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<b>Course content</b>	<p>This course presents the modern concepts for the strategic management ,the stages and the steps that should be followed in preparing and designing the institution strategy ,the functional sub-strategy such as the strategy of production, investments , finance, marketing , and human resources, this course importance is derived from concentrating on one of the contemporary aspects of the organization and the management which adapt the strategic thinking in dealing with the challenges of 21 century , this course aims to develop the student knowledge with the theories of the strategic management in business and governmental organizations , and developing the special skills in designing the organization strategy through the environmental analysis and determine the vision .mission ,strategic objectives and executive plan, evaluating the performance in the organization through the strategic management , this course aims to develop the self-capabilities for the student in thinking and strategic choices.</p>
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Entrepreneurship & Small Enterprises (319)		ريادة الاعمال و المشروعات الصغيرة	
Prerequisite:	211		
Course content	<p>This course represents the scientific concepts for the entrepreneur and professional management for the small projects through creating successful level of business men ,to achieve this target it begins with presenting personal traits for the business man before starting the project in order to ensure that he owns this traits and ensuring him from losing his money, presenting the importance of this project for him which helps him in finding and starting his own business and realizing his financial ambitions and after ensuring the project owner to the skills of the business man, and then it starts with the feasibility study for the project to ensure the existence of this project in the market and generate a good return ,after this he can start in creating and managing the project , this part begin with presenting the tasks of the project owner as a manger through planning for the project , its objectives and business plan and distribute the work among subordinates ,motivating and following them , the course continue to present the simplified methods about marketing , selling products and project services ,determine the labor forces needed and ways to attract them , determine the financial sources for the project and setting its prices in order to be accepted by the customers.</p>		

Crisis Management (324)		إدارة الأزمات	
<b>Prerequisite:</b>	211		

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<b>Course content</b>	<p>This course aims to identifying the student by the crisis management and how to set a systematic program in which can deal with the crisis by organized scientific methods, it helps the students to define the concepts of the crisis management and presenting the kinds of organizational crisis which faces the organization and the methods that deal with this crisis, it also present the different managerial patterns which deal with this crisis.</p>
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Total Quality Management (321)		إدارة الجودة الشاملة
<b>Prerequisite:</b>	314	
<b>Course content</b>	<p>This course represent the principles , concepts and systems of the Total quality management , the requirements for the effective application for this specialized system in the modern organization to achieve its objectives by all effective and efficient means , it also concerned with achieving the competitive advantage and the customer satisfaction , the course present the tools in helping the administration and improving the quality management such as the operation flow charts, the graphs, the graphs for the relationship , Pareto map , checklist , statistical analysis ,quality control maps , the importance of this course from concentrating on improving the quality management and ensuring its importance and objectives for this organization , and also the development the skills of this application to this systems and methods in the business or governmental , organization , and in using the models , the quantitative &amp; descriptive criteria in measuring and evaluating the quality and production, this course also helps on the development the students capabilities and how to face the quality culture.</p>	

Negotiation Management (322)		إدارة التفاوض
<b>Prerequisite:</b>	312-314	
<b>Course content</b>	<p>The course represents the principles and main kinds of negotiation in the business field , the strategies that is used by the managers or the staff in the negotiation organizations in dealing with the customers ,suppliers ,labors and the competitors in solving all the disputes , or even making commercial deals, this course embodies its importance in taking up the scientific methods of the managerial operation for effective negotiation in practical application which is embodied in the effective preparation or planning for negotiation, and the organization consideration for the negotiation sessions , negotiation management , this course aims to develop the knowledge and understanding for the student in effective negotiation with others , in addition to negotiation developing skills in the workplace with the suppliers, clients and the administration which is related to the organization , agreements or the disputes for the purpose of reaching</p>	



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	to a solution or agreements to satisfy all parties.
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Public Enterprises Management (323)		إدارة المؤسسات العامة
<b>Prerequisite:</b>	211	
<b>Course content</b>	<p>This course focus on management of the public and governmental organizations in the manner of private sector, because management science does not differentiate between the private and public organizations, and because the government organization aim to provide services for all citizens, this course concentrate on the customer and he is the source of success of any administration if it uses its resources effectively and efficiently to provide the citizen with full services. this course focus on the role of the professional management in this field and showing the mission of this organization in order to provide each citizen with the desired services , this course explains that the public organization like other private organization that has the same specific objectives and a clear strategy in achieving this objectives , and the role of this administration to provide the organization climate for every employer in achieving this objectives , also this course deals with the role of leadership and guiding the employers and motivating the in order to provide the distinguished government services , finally present the control methods either the internal or the external which should any government organization deals with.</p>	

Organization Theory (325)		نظرية التنظيم
<b>Prerequisite:</b>	216	
<b>Course content</b>	<p>This course focus on the organization theory through presenting the basic concepts and determinates of organization, and the development of the organization theory across the history, organization structure (Traditional &amp; Modern), the modern patterns for the organization through era challenge, which includes information system, Globalization and wireless communication and finally the changes and stages in developing the organization. The importance of this course embodied in dealing with the depth of the organization and the new patterns for the organization that adapt with the changes and the modern development in the business environment either international or local one, Also the development of the organization as an integrated process to all determinants for the organization performance. This course helps in developing the student skills in designing the simple organization structures, and the correct usage to the consulting authority and its relationship with the executive authority, the development of the organization structure according to integrated organized development system for the organization.</p>	

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Principles of Macroeconomics (411)		مبادئ الاقتصاد الكلي
Prerequisite:	213	
Course content	<p>The main objectives in studying Macroeconomic course is interpreting how the production should be determined, the national income, the price level. The level of production operation for the factors or production, the unemployment problems , for determine the price level and discover whether the society faces inflation problems or not, for then we can determine the specific economic policies either the monetary or the fiscal one in solving this problems , the fiscal policy represented in the procedures that government uses it in its expenditure policy and tax system , for the monetary policy it represented by the procedures that is used by the central bank as it considered to be the monetary authority in economics which is affected by the monetary supply and interest rate , and other economic policies with contribute in treating this problems such as the balance of payment , market labor force.</p>	

Applied Statistics (412)		الإحصاء التطبيقي
Prerequisite:	214	
Course content	<p>This course aims to provide the student with the basic concepts and statistical models which is used in describing and analyzing database in order to make the required reports and preparing the researches and the statistical studies in helping the decision maker in taking the Appropriate decision in business and economic field, this course also aims to identifying the student with the different types of data and ways and methods of addition , data tab and different methods in describing the data , examine the statistical hypotheses, also it may identify the student by the methods in analyzing the different phenomena such as regression, time chains that can help the student to predict in future , this course set the usage of the modern techniques, and using the statistical programs such as :Minitab, SPSS in entering and analyzing data and setting the reports and statistical researches and forms.</p>	

Principles of Public Finance (413)		مبادئ المالية العامة
Prerequisite:	411	
Course content	<p>The course aims to identify the students with the basic concepts of the public finance through knowing the basic sources of government revenues and its public property from services , infrastructures , public projects and the most important source of revenues and its kinds , the types of the public expenditures ,its constraints on the revenues and expenditures and identifying the student with public budget and its components , this course aims to identify the student with the role of public finance in the economic activities in both the</p>	



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	macro and micro side specially in the global variables, it also focus on the public administration instruments in the modern shapes for taxes , different types of expenditures , different classifications for budget process and its relation with the economic planning , public budget deficit , identifying the student by the public debt policy and its different economic effects.
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Quantitative Methods & Decision Making (414)		الاساليب الكمية و اتخاذ القرارات
<b>Prerequisite:</b>	412	
<b>Course content</b>	<p>The course aims to identify the student with the quantitative methods which depends on statistics and operation research ,which can help in taking the managerial decisions in any uncertain situations, this course deals with the different methods in turning the managerial problems from practical life to mathematical models and solving it with scientific methods in order to search for an optimum solution or other alternative choice , this course depends on the computer applications in evaluating the mathematical models in finding the appropriate solution especially the management scientist program or the Microsoft excel solver , this course is exposed to some of the mathematical models such as the linear programming , this quantitative methods which help the administration in customizing its scarce resources and its importance in the managerial decision making process , this course includes the different kinds of the scientific applications for the network models ,such as transportation and customization problems , the course exposed to the evaluation methods , Auditing programs (PERT) which helps the manager in planning , controlling the projects , it also includes "Game Theory" model which main aim of this theory is reaching to specific deal from several expected deals rather than not reaching any agreement at all.</p>	

International Economics (422)		اقتصاد دولي
<b>Prerequisite:</b>	411	
<b>Course content</b>	<p>This course represents the multilateral international economic relation between the public projects and the public services , in addition to exposing to how dealing with the international payment and the historical development for the foreign trade and the economic theories for the commercial flows , this course also deals with analyzing the comparative advantages for the countries and analyzing the commercial balance and evaluating the effects of the international events on the local currency.</p>	

International Organizations (424)		منظمات دولية
<b>Prerequisite:</b>	121	

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<b>Course content</b>	This course aims to providing the learners with the general provisions in the international organization and the global international organization, it provides the general provisions for the global international organization specialized and the role of each one of them in the international policy, this course provides the tools and skills that raises the learner to work in the different international organizations.
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Management Information System (511)		نظم المعلومات الادارية
<b>Prerequisite:</b>	211	
<b>Course content</b>	The development in the information technology consider to be one of the important elements that affect in the business environment, information technology includes four elements: the computer hardware, programming, data storage technology, and the communication technology. This course represents the different components of the information technology and its usage in the organizations ,specifically this course focuses on using information technology in raising the operation efficiency in the organization and in changing the methods of the business performance , this course focuses on the role of the information system in supporting the decision making , it also focus on using the information technology in achieving the competitive advantage for the organization , this course exposed to different kinds for information system and its relations with the organization process and the management , it also exposed to information system which connects the suppliers with the customers , the course present some of the concepts of the E-commerce.	

E-Business (512)		الأعمال الإلكترونية
<b>Prerequisite:</b>	511	
<b>Course content</b>	This course presents the concepts of the management of electronic business(E-business) and electronic commerce (E- commerce),and understanding the new business environment in which the threats and offers to the organization and the role of the management of E-business and E- commerce in changing the methods of the business action toward the organization under the increase of the percentage of the business and the commerce which is done electronically either inside the organization or between the other organizations or even with the customers, this course presents the business models in the E-commerce environment and presenting different studies to the electronic organizations and how to use this it for the technology , this course exposed to some of the topics that is related by e-markets , electronic retail markets and consumer behavior and the management of customer relations and the trading between business organizations , it also represents the E-commerce status in Egypt and the opportunities provided and also the obstacles that may arise.	

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Accounting of Information System (A13)	نظم المعلومات المحاسبية
<b>Prerequisite:</b>	313-511
<b>Course content</b>	<p>This course aims to identify the student with the concepts of the accounting information system, and the methods of operating data, and building his ability in the field of system analysis, data flowchart. Database. And in analyzing, designing, applying the accounting information system. This course aims to help the student in understanding the objectives and the main function of the accounting information system and knowing the role of these systems in supporting the institution value and identifying the basic activities for the institution, also the kinds of decision that is related to these activities. This course explains the basic steps in data operation cycle and identifying the student with the importance of the database, and the differentiation between the traditional database and relational database and the importance of the security and control of the computer, it also identifies the student by the main kinds of accounting application and providing the data operating system which depends on using the computers.</p>

Business Ethics and Governance (B11)	أخلاقيات الأعمال والحوكمة
<b>Prerequisite:</b>	211-212
<b>Course content</b>	<p>Ethics and governances issues emerged the management's interest in institution , the course main aims to provide the student by the basic concepts and principles in the negotiation issues that face the modern business organization, which is the business ethics and governance ,it also enhance the student capabilities to the ethical issues and the importance of the transparency concepts in decision making in 21 century organization, in addition of studying this course the student create a framework of knowledge and developing the basic skills in characterizing and analyzing the ethical connotations for the different organizational decisions and setting the policies, strategies, and the work frame in dealing with the ethical issues effectively.</p>

International Business Administration (B23)	إدارة الأعمال دولية
<b>Prerequisite:</b>	211
<b>Course content</b>	<p>This course presents the concepts, theories, strategies and the function which is related to international business administration which aims to expand and to gain resources from the foreign countries, and decreasing the risks from depending on the local markets only, this course derives its importance from the challenges faced by the international organization in 21 centuries according to the challenge of globalization, scarce resources, and global competition. This course provide the student with the modern concepts which is related to the</p>

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	<p>international business organization patterns, the international foreign trade, the effect of the government on the international trade, international and regional agreements, and strategic alternatives in choosing between international business activities, such as: exporting, license , direct foreign investment, the strategic planning in the international business organization ,the management of the operating function to this organizations , and its demand in the international markets , this course aims to develop the student skills in searching and evaluation for business alternatives or international foreign trade , and analyzing the international environment and market for the business organization, exporting for the international markets.</p>
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Project Management (B24)		إدارة المشروع
<b>Prerequisite:</b>	312-315-316-414	
<b>Course content</b>	<p>The importance of this course derives its importance from complexity of challenges that the administration may face in the last years as a result of the development of technology, intensity of competition, increase in inputs prices , inflation, in addition this course aims to identify the students by the basic principles of the successful management for projects under the limitation of resource, costs and the time management, it also deal with presenting the concept of managing the projects , kinds of skills and the role of the project manager ,the project lifecycle ,the knowledge fields which is related to projects management. This course focus on developing the student skills in applying the methods and managerial tools and technical issues related to build the team work, design the organization structure, scheduling, negotiation, and controlling the project process to avoid any problem that may face the successful project.</p>	

Advanced Financial Management (F11)		إدارة مالية متقدمة
<b>Prerequisite:</b>	317	
<b>Course content</b>	<p>This course considered an extend to the principles of financial management which deal with the basic concepts such as the modern portfolio theory, Efficient market theory , Millar suggestion, Capital Asset Pricing model, it display the important topic of "Behavioral Finance " from its different aspects such as the noise trader risk and the market over reaction , the forward discount bias, hubris hypothesis of corporate takeover, this course provide the student with the basic skills in evaluating the institutions , stock markets and assets , this course offer the student the information and the agency cost in determine the institution value and the short term movement in the stock prices, this course uses the methods in studying the cases of decision making in companies , investment banks in facing</p>	

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	uncertainty which is related to this decision making ,finally it provide the brainstorm skills in the group thinking.
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Derivatives & Portfolio Management (F12)		إدارة المحافظ المالية والمشتقات
<b>Prerequisite:</b>	F11	
<b>Course content</b>	<p>This course considered to be an extend to the principles of investment course ,that helps the student in managing his capital and get the most out of it, and also combing between the investment instruments and capital markets by describing the evaluation investment theories and the chances to achieve the objective of risk- return management, it also exposed to effect of the investment policy statement that offers the base of the investment strategy in the future, it identify the objectives and the designing systems in investment decision making ,this course provide the student to predict the investment consultant location , financial planning the stock broker and the insurance agency , those who provide the advice to their customers in managing their funds, this course exposed to capital stocks in analyzing the stock markets and securities with fixed rate of return and the investments risk related to it , the evaluation principles and interest rate risks, derivatives related ,finally the analytical insurance principles ,as this course helps the student in formation of the portfolio that achieve the investment objectives , this course also ensure in managing the portfolio by declaring the investment policies in implementing the following process , this course presents the managing risk process inputs through the financial derivatives and future contract.</p>	

International Finance (F13)		تمويل دولي
<b>Prerequisite:</b>	F11	
<b>Course content</b>	<p>Globalization has become the frame that the institution operate inside it , and the events in places thousands of miles away that occur in initiate the local markets and provide the international markets chances to the mangers that expose them to many challenges and risks, also understanding the international business environment requires effective leadership, the international finance course designed to help the student in developing the frame of analyzing the chances and risks in dealing with international business environment and the main aim of the course is using the traditional finance concepts that applied in the local markets and the global scale, this course includes the allocation of the capital in the multinational companies , the prices of the current and future foreign currencies, swaps contracts, stock markets ,securities, parity , since it examine the policies of government interventions in the interest rates and the swapping purchasing power, in addition to discovering the connection</p>	

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	of the yield curve ,and studying the quality margin which is a result of bankruptcy, finally the role of the international financial markets in allocation of the economic resources around the world.
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Economics of Money and Banking (F16)		اقتصاديات النقود والبنوك
Prerequisite:	411	
Course content	<p>This course aims to identify the students with the money role and the financial institutions in the economic system, as it represents the nature of modern functions and kinds of money, it also focus on studying the different shapes of the monetary institutions and its role in the economic system and in determine the interest rate, in addition to using the different tools in banking system and central banks which effect on the money supply and credit system and its objectives, how to perform the monetary policies and its direct and indirect effects in interest rate the price level , and the economic activities ,it also present the management of the stock portfolio, the auditing system and the reasons of the global financial crisis.</p>	

Strategic Human Resources Management (H21)		الإدارة الإستراتيجية للموارد البشرية
Prerequisite:	315	
Course content	<p>This course derive its importance from the role of the human resources in achieving the modern organization objectives ,as considering it the main source for the sustainable competitive advantage, this course to provide the student with the concepts and basic skills to connect between public strategy and the competitive strategy for the organization from one side and the strategic management of the human resources from other side in supporting its market position, and achieving its operation and strategic objectives ,this course represents the role of the human resources management in supporting the competitive advantage for the organization through adopting the strategic direction in decision making for different activities such as: planning labor force, improving work environment , in addition to managing the human resources issues in the international institutions.</p>	

Performance &Reward Management (H22)		إدارة الأداء والحوافز
Prerequisite:	315	



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<b>Course content</b>	<p>This course represents the principles ,concepts and programs in managing the labor performance and motivate them in organizations , the relation between the incentive and performance in the job satisfaction , it also present models in the modern models that is used in measuring and evaluating the employers performance , and the policies that connect the wages with the performance , the development models and improving the employers performance , and kinds of incentives , the relation between the incentives , efficiency and the performance quality, this course derive its importance through concentrating on the employers performance in the organization as it considered the basic determinates in the comprehensive organizational performance , and the ability to achieve the organization objectives effectively and efficiently , this course focus on the methods of incenting the employers in increasing the production and improving the quality of products and services that is presented by the organization in the targeted markets or in society , the course aims to develop the student concepts and intellectual skills in the employers performance fields and in measuring the job satisfaction , designing the policies and the programs in incentive to increase the production and improving the total performance for the organization and considering the diversity in the performance level and credibility in the incentive system.</p>
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Training and Development of Human resources (H23)		تنمية وتدريب الموارد البشرية
<b>Prerequisite:</b>	315	
<b>Course content</b>	<p>This course derive its importance from the human element role in achieving the strategic objectives for the modern organization, the continuous development for the skills, and the employers abilities that considered as the most important asset to it , its importance in dealing with the challenges and complicated issues in the current business environment , this course aims to provide the student with the basic concepts that is related to training and development role in the strategic human resources management and developing their skills in preparing ,evaluating the plans ,the developing and training programs and measuring the return on the investment in developing the human resources , using the different learning entrance such as: the practical cases, simulation models, in order to help the student to add to his self-value and the organization value in the future.</p>	

Leadership (H24)		القيادة
<b>Prerequisite:</b>	216	

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<b>Course content</b>	<p>This course deals with the nature , concepts and different patterns of the leadership, in addition to the role of the leadership in achieving the distinction and leadership for the organization under the globalization challenges ,information technology, communication, competition ,this course focus on the managerial issues and the vital behavioral which is related to the organizational leadership and its effect of the total performance on the organization , this course aims to provide the student with the modern concepts that is related to the leadership and the influence methods in the others behavior, and developing their skills in influence and defense fields and gaining confidence and supporting others and the ability in cooperating in solving the problem and decision making.</p>
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Change Management (H25)		إدارة التغيير
<b>Prerequisite:</b>	216	
<b>Course content</b>	<p>- This course represents the principles, concepts and models for the changing management, it derive its importance from focusing on some of the vital management fields, and adapting the organization with the changes on the external and internal environment surrounding it, changing.</p>	

Business Analytics (416)		حليلات الاعمال
<b>Prerequisite:</b>		
<b>Course content</b>	<p>The concept of business analytics involves extracting useful information and patterns from the data stored within the organization's systems. This process is carried out using advanced techniques such as predictive models, data visualization, and artificial intelligence tools to analyze historical data and predict future trends. Data mining, as a complementary process, focuses on discovering hidden patterns and relationships in large datasets to support strategic decision-making and enhance the organization's competitive advantage.</p>	

Marketing Management (M11)		إدارة التسويق
<b>Prerequisite:</b>	312	
	<p>This course mainly deals with the integrated process of marketing management in contemporary business organizations in light of the challenges of globalization, information technology, and international competitiveness, in terms of planning, organizing, evaluating, and controlling marketing activities in the organization, which depends on a comprehensive and accurate analysis of the organization's marketing environment, identifying target markets, and forecasting demand. In these markets, purchasing behavior analysis works Current and potential, and</p>	



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<b>Course content</b>	competition analysis. The importance of this course is highlighted by its focus on managing this vital activity related to marketing in business organizations and preparing an effective manager for this activity. In light of that, this course aims to provide the student with modern knowledge about the change in marketing practices and the use of electronic marketing in the twenty-first century, and about the effective management model. For marketing in business organizations and achieving competitive advantage. In addition to developing the student's skills in the field of analyzing the marketing environment, customers, and competition, identifying and describing the target market, forecasting demand, designing marketing plans and programs related to products, pricing, promotion, and distribution, using strategies and competitive tactics, building marketing performance evaluation indicators, and applying effective marketing control models and standards.
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International Marketing (M14)		تسويق دولي
<b>Prerequisite:</b>	M11	
<b>Course content</b>	International marketing refers to the process of planning and executing business activities to promote and distribute goods and services across international markets. This process requires adapting marketing strategies to align with diverse cultural, economic, and legal environments in different countries. Companies engaging in international marketing aim to achieve competitive advantages by exploring new markets, diversifying customer bases, and leveraging global opportunities. Key aspects of international marketing include market research, entry strategies, product adaptation, pricing policies, and promotional techniques tailored to specific regions. Effective international marketing relies on understanding global consumer behavior and navigating the challenges posed by competition and international trade regulations.	

Integrated Marketing Communication (M15)		الإتصالات التسويقية المتكاملة
<b>Prerequisite:</b>	M11	
<b>Course content</b>	The course reviews the various factors that must be taken into account when planning, developing and implementing campaigns and promotional programs adopted by the contemporary organization in order to achieve the required success. Specifically, the integrated marketing communications course aims to provide the student with the necessary knowledge, concepts and skills necessary to achieve his familiarity with the tools and methods that photography administrators can exploit to achieve effective communication with customer This course is centered around the idea of integrating marketing communications as a means of building and implementing promotional efforts that nine to increase the value of the brand and support its market position .With the end of this course, the student can have the knowledge of many marketing communication tools Such as advertising, personal selling, sales	

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	activation, commercial public relations, in addition to the new tools used such as sponsorship activities, direct marketing, electronic communications and other communication activities aimed at creating more value, organized marketing efforts and supporting its market position.
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Marketing Services (M16)		تسويق الخدمات
<b>Prerequisite:</b>	M11	
<b>Course content</b>	<p>This course is presented the basic concepts related to the nature of services and their importance in the economics of contemporary societies as well as the marketing mix of services from the perspective of both workers and the organization. And concepts and models to evaluate their quality according to the expectations of customers compared to their perceptions of the actual level of performance. This course derives its importance by focusing on marketing services and improving their level of quality, considering that services have become a large percentage of the current industries in the economies of the world, such as banking, insurance, aviation, navigation, communications, information, hotel, health services, financial, administrative and legal consultations and others. In light of this, the course aims to provide the student in modern knowledge in the field of policies and decisions, marketing the services provided by business organizations and government organizations, models for measuring and evaluating the quality of service, in addition to developing the student's skills in the field of providing service to customers and taking care for them, evaluating and improving the quality of service in order to achieve high levels of customer satisfaction and developing their loyalty to the organization.</p>	

Insurance & Risk Management (421)		التأمين وإدارة المخاطر
<b>Prerequisite:</b>	<u>214</u>	

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<b>Course content</b>	The course aims to identify the students with the basic principles and concepts of insurances and different methods to face the risk by using the insurances process through converting the expected risk from insured to the insured company. It also contains the insurance definition , its advantages , its kinds and the basic principles of the insurance contracts , this course illustrates the role of insurance in risk management which is considered to be one of the most important economic activities that depend on the concept of cooperation between individuals and financial institutions to compensate for any financial losses by providing the insurance coverage which help in presenting the full protection either for individuals or institutions , from the other hand the insurance leads to prosperity and supporting the economic lifecycle ,as it provide saving earnings in which it support the investments activities and economic development plans.
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Economics of Public services (423)		اقتصاديات الخدمات العامة
<b>Prerequisite:</b>	-	
<b>Course content</b>	This course aims to clarifying the objectives of public projects and the differentiation between the public projects , the public services and public utility, in addition to exposing to the methods in managing the public projects by the country , this course provides the student the tools of analyzing the performance of the public projects and predicting the economic effects to the privatization of the projects , and also how to estimate the methods in pricing the products and the services of public projects , finally this course presents scientific methods in evaluating this projects.	

Information Systems in Organizations (S15)		أنظمة معلومات المؤسسات
<b>Prerequisite:</b>	511	
<b>Course content</b>	They are integrated systems designed to manage and streamline various business functions and operations across the organization. These systems help enhance efficiency by facilitating the sharing of information across departments and improving decision-making processes. EIS is characterized by its cross-functional nature, supporting activities across different business functions such as finance, marketing, human resources, and supply chain management. Furthermore, it emphasizes process orientation, allowing the organization to align its operations with overarching business processes to achieve strategic objectives effectively.	

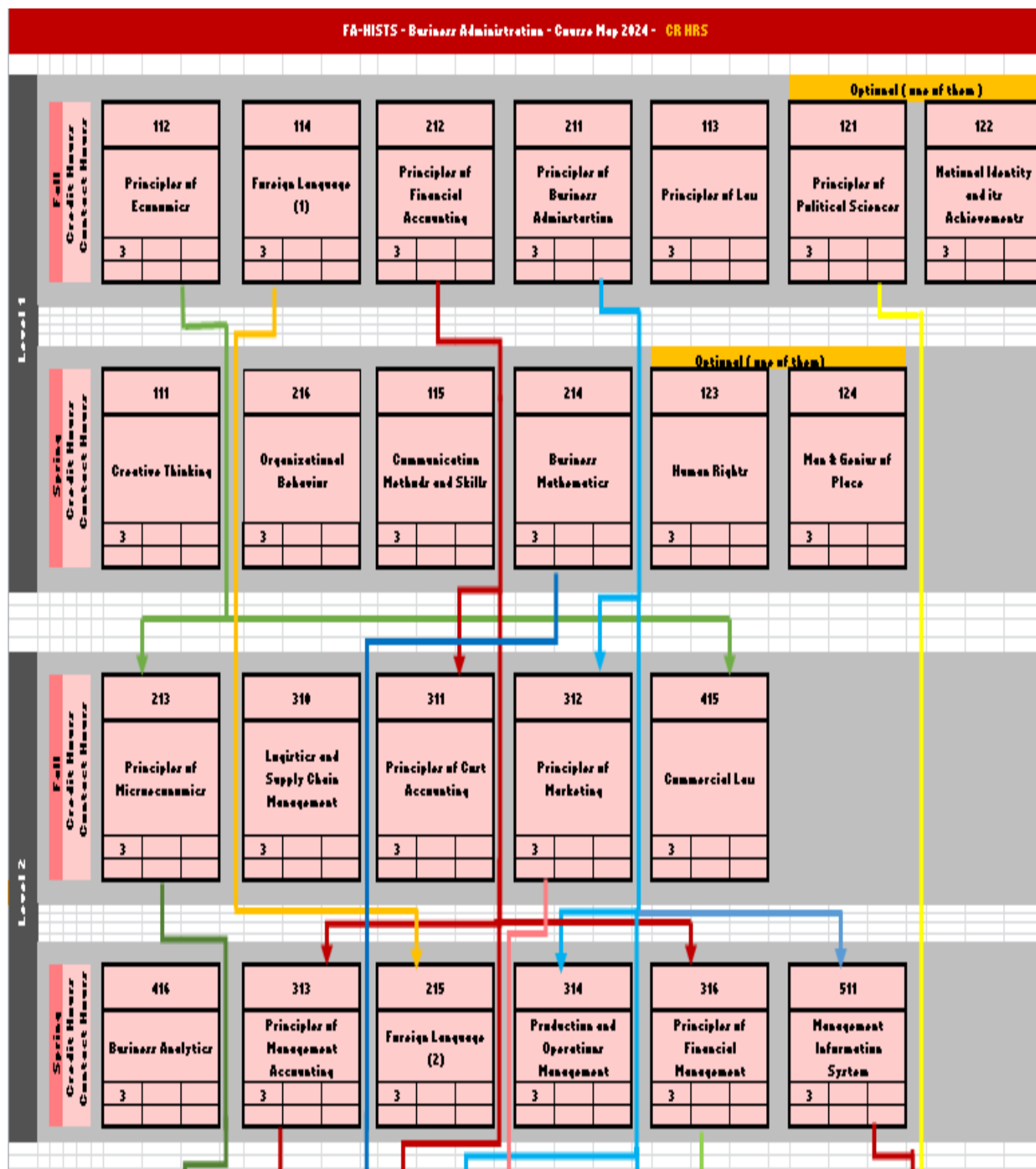
Governmental Accounting and Non-Profit	المحاسبة في الوحدات الحكومية غير هادفة للربح
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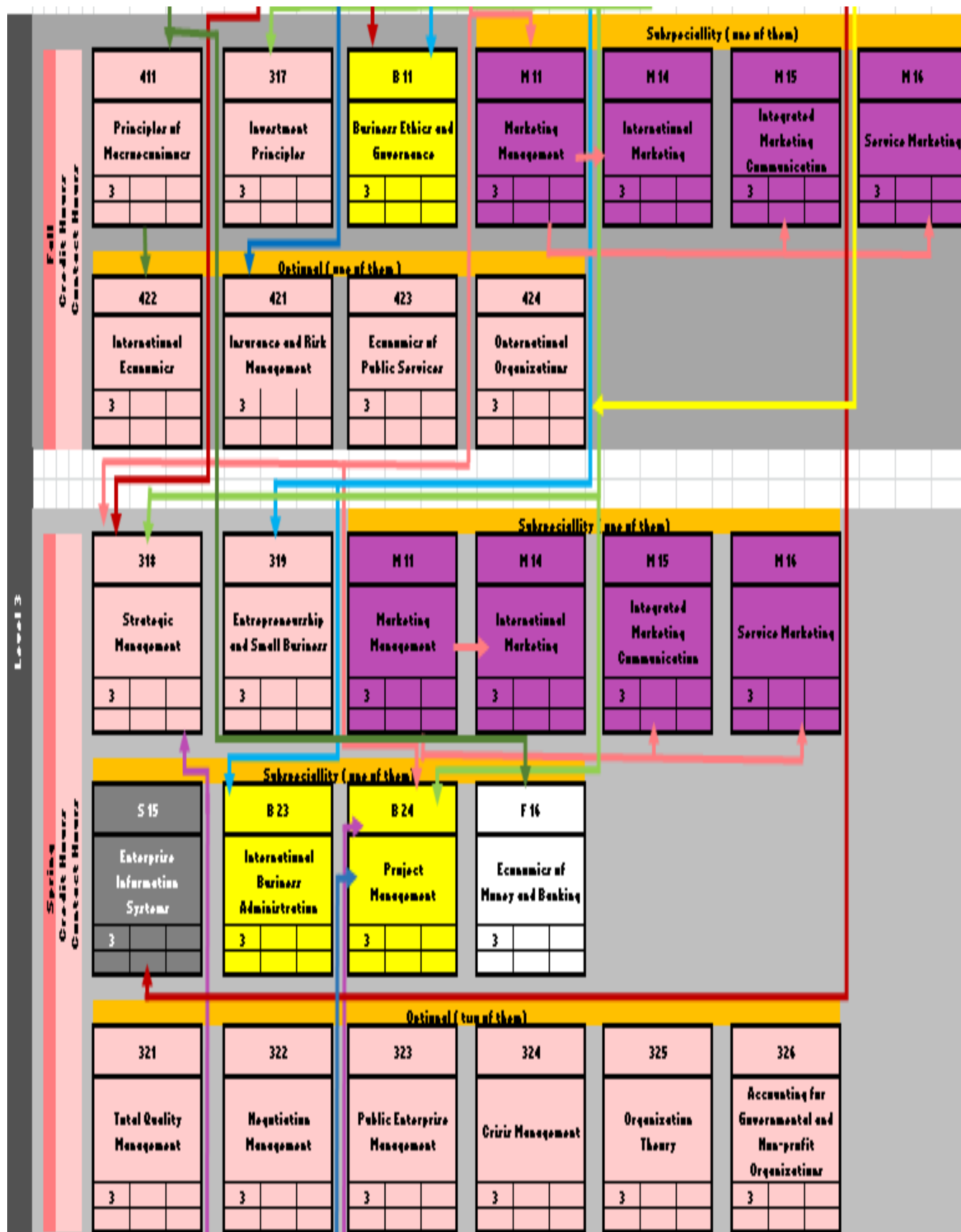
Organization (326)	
<b>Prerequisite:</b>	
<b>Course content</b>	Elements of the governmental accounting system – budget (Components & classifications) – documents- books –internal control on receipts and disbursements – National Accounting- Accounting systems for non-profit organization such as clubs – hospitals – universities- co-operatives, etc.

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## Appendix (3): Program Courses Map



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Level 4	Faculty of Business Administration College of Business	Subspeciality (one of them)						
		413	414	F 11	F 12	F 13	A 13	
		Principles of Public Finance	Quantitative Methods of Decision Making	Advanced Financial Management	Portfolio and Derivatives Management	International Finance	Accounting Information System	
		S	S	S	S	S	S	
		Subspeciality (one of them)						
		S 15	D 23	D 24	F 16			
		Enterprise Information Systems	International Business Administration	Project Management	Economics of Money and Banking			
		S	S	S	S			
Subspeciality (one of them)								
H 21	H 22	H 23	H 24	H 25				
Strategic HR Management	Performance Management and Incentives	HR Training and Development	Leadership	Change Management				
S	S	S	S	S				
Level 3	Faculty of Business Administration College of Business	Subspeciality (one of them)						
		S12	S15	412	F 11	F 12	F 13	A 13
		E-Business	HR Management	Applied Statistics	Advanced Financial Management	Portfolio and Derivatives Management	International Finance	Accounting Information System
		S	S	S	S	S	S	S
		Optional (one of them)						
		H 21	H 22	H 23	H 24	H 25		
		Strategic HR Management	Performance Management and Incentives	HR Training and Development	Leadership	Change Management		
		S	S	S	S	S		

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