



**ARAB ACADEMY FOR SCIENCE, TECHNOLOGY
AND MARITIME TRANSPORT**

**U N D E R G R A D U A T E
P R O G R A M**

**Bachelor of Business Administration
(B.Sc.)**

Status Report

2016/2015

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Undergraduate

PROGRAM STRUCTURE

1.0 INTRODUCTION

Business today is about change. As the environmental demands on organizations become more global, complex and dynamic there is an increasing need for high skilled, broadly educated employers.

The Bachelor in Business Administration is based on the premise that learners will have a broad and comprehensive perspective on business and all the important matters that affect organizations at a macro and micro levels. Learners will be prepared to take responsibility and manage in organizational settings that operate in a modern context where there is more and more emphasis on having various disciplines working in harmony through integration and where management drives strategy, operations, customer impact and market orientation.

Learners will be able to articulate, integrate and implement best practice principles and utilize interpersonal, conceptual, technical skills in a creative, socially responsible, and ethical manner.

We, here at the College, have developed a bachelor of business Administration graduate program. Our Bachelor program has been growing in recent years giving more expertise and knowledge in our classrooms. We provide a framework for study within which Students, guided by the staff, strive to become managers of the highest quality. The reputation of our college depends upon maintaining a student body of superior abilities and a challenging and dynamic atmosphere for graduate studies.

Our objectives are to;

- To enable learners to articulate, integrate and implement best practice principles and utilize interpersonal, conceptual and technical skills in creative, socially responsible and ethical manner.
- To be exposed to the dynamics, inter-dependencies and value oriented principles associated with organizational behavior in a modern business context.
- To learn about process-oriented, value-driven structures and systems in managing modern organizational set.
- To critically examine the relevance and impact of management concepts in different sectors in the economy.
- To develop networking skills and group dynamics.
- To develop communication skills.
- To develop global awareness, understanding, and diversity.
- To manage information technology and technology tools.

2.0 THE PURPOSE OF THIS GUIDE

Undergraduate study stresses the development of the individuals in their chosen specialty. Students proceed through the program guided by a series of rules and regulations. The purpose of this guide is to present to our Students the minimum university wide standards for the operation of our graduate program and help them make the most of their time during the graduate program and to support the colleges efforts to achieve high standards of delivery thus drawing attention to mutual rights and responsibilities. Each Student should become thoroughly familiar with the rules and regulations of the Graduate Degree program stated in this document.

3.0 RULES AND REGULATIONS

3.1 ADMISSION

The college seeks to recruit well-rounded applicants who demonstrate a probability for success in the program of study. Admission to the college is competitive, and follows a very selective process that takes into account academic as well as other criteria. The college will select the best top applicants based on the available number of openings, therefore meeting the minimum admission requirements does not guarantee acceptance to the college. The minimum admission requirements to be eligible for admission to undergraduate programs are:

Arab Republic of Egypt (ARE) Secondary School Certificate or its Equivalent:

Applicants must possess an ARE secondary school certificate or its equivalent as provided by the Ministry of Education with a minimum overall average of 70% from either literary or scientific section.

The college also considers other types of secondary certificates such as: The National General Secondary School certificates, the American-style High School Diploma, the International Baccalaureate, the Lebanese and French Baccalaureate, the German Abitur, the IGCSE, the GCSE and the GCE. Minimum requirements for each of these certificates and levels of achievement are required. Please contact office of Admission and Registration for these requirements.

English Language Proficiency for English study:

Taken that English is the medium of instruction for all undergraduate programs; learners are required to demonstrate that they possess a good command of the language, both oral and written.

Interview:

The college may also request a personal interview as part of the evaluation process. The purpose of such interviews is to ensure that applicants possess both the ability and skills level required to succeed in their program of study. For applicants who are unable to attend in person a telephone interview may be permitted.

English Placement Test:

All newly admitted freshmen are required to take an English placement test. Learners being admitted will usually come from different branches, schools and countries, which vary in the type and level of English courses provided. Due to these diverse English backgrounds, an English placement test was designed to measure the learner's English level.

The College identifies the set of applicants who can be adequately served by the program and select from this set the applicants to be recommended for admission where each applicant is reviewed as an individual. The College places particular value on each applicant.

3.1.1 ADMISSION PROCESS

The College's graduate admission process seeks to select applicants whose applications document their outstanding ability, preparation, and potential for successful completion of graduate study. Applicants must submit the following material to the College's Admission department:

Undergraduate Program: Program Structure

1. Official Transcripts: An official transcript must be submitted for each of the school attended. All Transcripts' copies should be certified as true copies. Transcripts cannot be returned.
2. Copy of passport or identification
3. Completed Application Form

3.1.2 DEADLINES:

Applications and all supporting documents must be received before following deadline dates.

Semester	Date
Fall	September 15
Spring	February 15

Individuals submitting applications later than the above dates are not assured of consideration for admission to the program in the semester desired; their applications will be processed only if time and resources permit.

3.2 REGISTRATION

Applicants may register after the College has certified their application for admission. Registration must be accomplished according to schedules and procedures established by the College.

The registration of a graduate Student is the responsibility of the Student. Students must register for each course. Registration for a course also includes registration for the examination for that course. Course registration takes place within the first week of each term.

3.3 PROGRAM OVERVIEW

The program consists of 144 credit hours spread over a minimum of 8 semesters.

Bachelor of Business Administration (Major Finance)

Semester One		
Code	Title	Credit
EA111	PRINCIPLES OF MANAGEMENT (1)	3
II11	MICRO ECONOMICS	3
SI11	INTRODUCTION TO INFORMATION TECHNOLOGY	3
YI11	ACCOUNTING (1)	3
B127	MATH (1)	3
LH192	ENGLISH FOR BUSINESS (1)	3



Semester Two		
Code	Title	Credit
EA121	PRINCIPLES OF MANAGEMENT (2)	3 HRS
LH183	ENGLISH FOR BUSINESS(2)	3 HRS
EY121	INTRODUCTION TO FINANCIAL ACCOUNTING (2)	3 HRS
ES121	MANAGEMENT INFORMATION SYSTEM	3 HRS
EI121	MACRO ECONOMICS	3 HRS
EB128	MATHEMATICS IN BUSINESS	3 HRS



Semester Three		
Code	Title	Credit
EA213	STATISTICS	3 HRS
EA212	ORGANIZATIONAL BEHAVIOR	3 HRS
ES211	DATA BASES	3 HRS
EI211	ECONOMIC ANALYSIS	3 HRS
EA211	PRINCIPLES OF MARKETING	3 HRS
EY211	COMPANY ACCOUNTING	3 HRS



Undergraduate Program: Program Structure

Semester Four		
Code	Title	Credit
EY221	COST ACCOUNTING	3 HRS
EA221	OPERATION RESEARCH	3 HRS
EI221	PUBLIC FINANCE	3 HRS
EA222	RESEARCH METHODOLOGY	3 HRS
EY222	ACCOUNTING INFORMATION SYSTEM	3 HRS
CR226	INTRODUCTION TO E-BUSINESS	3 HRS
	ELECTIVE COURSE	3 HRS



Semester five		
Code	Title	Credit
EY311	MANAGERIAL ACCOUNTING	3 HRS
EA311	HUMAN RESOURCE MANAGEMENT	3 HRS
EY315	AUDITING	3 HRS
EI311	MONEY & BANKING	3 HRS
EA312	FINANCIAL MANAGEMENT	3 HRS



Semester six		
Code	Title	Credit
EW321	BUSINESS LAW	3 HRS
EA321	PRODUCTION AND OPERATION MANAGEMENT	3 HRS
EY325	MANAGERIAL ACCOUNTING 2	3 HRS
EA322	MATERIALS AND LOGISTICS MANAGEMENT	3 HRS
EA325	INTERNATIONAL BUSINESS ADMINISTRATION	3 HRS
	ELECTIVE COURSE	3 HRS



Undergraduate Program: Program Structure

Semester seven		
Code	Title	Credit
EA411	ORGANIZATIONAL ANALYSIS AND DESIGN	3 HRS
EA418	INVESTMENT	3 HRS
EA435	PRODUCTION PLANNING AND CONTROL	3 HRS
EA419	FINANCIAL ANALYSIS	3 HRS



Semester eight		
Code	Title	Credit
EY425	TAX ACCOUNTING	3 HRS
EI421	ECONOMIC DEVELOPMENT	3 HRS
EY426	FINANCIAL CONTROL	3 HRS
EY427	ADVANCED FINANCIAL ACCOUNTING	3 HRS
EA421	STRATEGIC MANAGEMENT	3 HRS
EI425	FEASIBILITY STUDIES	3 HRS

NOTE:

- All Students must register for the project after completion of the eighths (8) semester in the elected point (subject) approved by the academic advisor and academic board.

(Major Marketing)

Semester One		
Code	Title	Credit
EA111	PRINCIPLES OF MANAGEMENT (1)	3 HRS
EB127	MATHEMATICS	3 HRS
EY111	INTRODUCTION TO FINANCIAL ACCOUNTING (1)	3 HRS
ES111	INTRODUCTION TO INFORMATION TECHNOLOGY	3 HRS
LH182	ENGLISH FOR BUSINESS (1)	3 HRS
EI111	MICRO ECONOMICS	3 HRS



Semester Two		
Code	Title	Credit
EA121	PRINCIPLES OF MANAGEMENT (2)	3 HRS
LH183	ENGLISH FOR BUSINESS(2)	3 HRS
EY121	INTRODUCTION TO FINANCIAL ACCOUNTING (2)	3 HRS
ES121	MANAGEMENT INFORMATION SYSTEM	3 HRS
EI121	MACRO ECONOMICS	3 HRS
EB128	MATHEMATICS IN BUSINESS	3 HRS



Semester Three		
Code	Title	Credit
EA213	STATISTICS	3 HRS
EA212	ORGANIZATIONAL BEHAVIOR	3 HRS
ES211	DATA BASES	3 HRS
EI211	ECONOMIC ANALYSIS	3 HRS
EA211	PRINCIPLES OF MARKETING	3 HRS
EY211	COMPANY ACCOUNTING	3 HRS



Undergraduate Program: Program Structure

Semester Four		
Code	Title	Credit
EA221	OPERATIONS RESEARCH	3 HRS
EA222	RESEARCH METHODOLOGY	3 HRS
EI221	PUBLIC FINANCE	3 HRS
EY221	COST ACCOUNTING	3 HRS
EY222	ACCOUNTING INFORMATION SYSTEMS	3 HRS
ECR226	INTRODUCTION TO E-BUSINESS	3 HRS



Semester five		
Code	Title	Credit
EA311	HUMAN RESOURCES MANAGEMENT	3 HRS
EA312	FINANCIAL MANAGEMENT	3 HRS
EI311	MONEY AND BANKING	3 HRS
EY311	MANAGERIAL ACCOUNTING	3 HRS
EA315	CONSUMER BEHAVIOUR	3 HRS
EA316	MARKETING MANAGEMENT	3 HRS



Semester six		
Code	Title	Credit
EA321	PRODUCTION OPERATIONS MANAGEMENT	3 HRS
EA322	MATERIALS AND LOGISTICS MANAGEMENT	3 HRS
EA325	INTERNATIONAL BUSINESS	3 HRS
EA326	MARKETING RESEARCH	3 HRS
EA327	INTEGRATED MARKETING COMUNICATION	3 HRS
EW321	BUSINESS LAW	3 HRS

Undergraduate Program: Program Structure



Semester seven		
Code	Title	Credit
EA411	ORGANIZATIONAL ANALYSIS AND DESIGN	3 HRS
EI411	TAX SYSTEMS	3 HRS
EA417	MANAGEMENT OF DISTRIBUTION INSTITUTIONS	3 HRS
EA328	ADVERTISING MANAGEMENT	3 HRS
EA415	PERSONAL SELLING	3 HRS
EA426	PUBLIC RELATIONS	3 HRS



Semester eight		
Code	Title	Credit
EA421	STRATEGIC MANAGEMENT	3 HRS
EI421	ECONOMIC DEVELOPMENT	3 HRS
EI425	FEASIBILITY STUDIES	3 HRS
EA425	INTERNATIONAL MARKETING	3 HRS
EA428	ADVANCED STUDIES IN MARKETING (GRADUATION PROJECT)	3 HRS
EA421	STRATEGIC MANAGEMENT	3 HRS

(Major MIS)

Semester One		
Code	Title	Credit
EA111	PRINCIPLES OF MANAGEMENT (1)	3 HRS
EB127	MATHEMATICS	3 HRS
EY111	INTRODUCTION TO FINANCIAL ACCOUNTING (1)	3 HRS
ES111	INTRODUCTION TO INFORMATION TECHNOLOGY	3 HRS
LH182	ENGLISH FOR BUSINESS (1)	3 HRS
EI111	MICRO ECONOMICS	3 HRS



Semester Two		
Code	Title	Credit
EA121	PRINCIPLES OF MANAGEMENT (2)	3 HRS
LH183	ENGLISH FOR BUSINESS(2)	3 HRS
EY121	INTRODUCTION TO FINANCIAL ACCOUNTING (2)	3 HRS
ES121	MANAGEMENT INFORMATION SYSTEM	3 HRS
EI121	MACRO ECONOMICS	3 HRS
EB128	MATHEMATICS IN BUSINESS	3 HRS




Semester Three		
Code	Title	Credit
EA213	STATISTICS	3 HRS
EA212	ORGANIZATIONAL BEHAVIOR	3 HRS
ES211	DATA BASES	3 HRS
EI211	ECONOMIC ANALYSIS	3 HRS
EA211	PRINCIPLES OF MARKETING	3 HRS
EY211	COMPANY ACCOUNTING	3 HRS




Undergraduate Program: Program Structure

Semester Four		
Code	Title	Credit
EA221	OPERATIONS RESEARCH	3 HRS
EA222	RESEARCH METHODOLOGY	3 HRS
EY221	COST ACCOUNTING	3 HRS
S225	INTRODUCTION TO COMPUTER PROGRAMMING	3 HRS
S226	SYSTEM ANALYSIS	3 HRS
S221	COMPUTER APPLICATION IN BUSINESS	3 HRS



Semester five		
Code	Title	Credit
EY311	MANAGERIAL ACCOUNTING	3 HRS
EI221	PUBLIC FINANCE	3 HRS
EY222	ACCOUNTING INFORMATION SYSTEMS	3 HRS
S317	OPERATING SYSTEM	3 HRS
S315	APPLICATION IN COMPUTER PROGRAMMING	3 HRS
S316	SYSTEM DESIGN	3 HRS



Semester six		
Code	Title	Credit
EW321	BUSINESS LAW	3 HRS
EA321	PRODUCTION AND OPERATION MANAGEMENT	3 HRS
S325	ADVANCED DATABASE	3 HRS
EA311	HUMAN RESOURCE MANAGEMENT	3 HRS
S327	NETWORKS AND COMMUNICATION	3 HRS
	ELECTIVE	3 HRS

Undergraduate Program: Program Structure



Semester seven		
Code	Title	Credit
EA322	MATERIALS AND LOGISTICS MANAGEMENT	3 HRS
CR315	E BUSINESS STRATEGIES	3 HRS
S415	DECISION SUPPORT SYSTEM	3 HRS
S416	PROJECT 1	3 HRS
EI311	MONEY & BANKING	3 HRS
EA312	FINANCIAL MANAGEMENT	3 HRS



Semester eight		
Code	Title	Credit
EI411	TAX SYSTEM	3 HRS
EI421	ECONOMIC DEVELOPMENT	3 HRS
S326	INFORMATION SYSTEM MANAGEMENT	3 HRS
S426	PROJECT 2	3 HRS
EA421	STRATEGIC MANAGEMENT	3 HRS
EA411	ORGANIZATIONAL ANALYSIS AND DESIGN	3 HRS

(Major Ecommerce)

Semester One		
Code	Title	Credit
BI27	MATH (1)	3 HRS
LH182	ENGLISH FOR BUSINESS (1)	3 HRS
Y111	INTRODUCTION TO FINANCIAL ACCOUNTING (1)	3 HRS
SI11	INTRODUCTION TO INFORMATION TECHNOLOGY	3 HRS
AI11	PRINCIPLES OF MANAGEMENT (1)	3 HRS
II11	MICRO ECONOMICS	3 HRS



Semester Two		
Code	Title	Credit
A121	PRINCIPLES OF MANAGEMENT (2)	3 HRS
SI21	MANAGEMENT INFORMATION SYSTEMS	3 HRS
LH183	ENGLISH FOR BUSINESS (2)	3 HRS
Y121	INTRODUCTION TO FINANCIAL ACCOUNTING (2)	3 HRS
CR115	DISCRETE MATHEMATICS	3 HRS
II21	MACRO ECONOMICS	3 HRS



Semester Three		
Code	Title	Credit
A213	STATISTICS	3 HRS
A211	PRINCIPLES OF MARKETING	3 HRS
S211	DATA BASES	3 HRS
S225	INTRODUCTION TO COMPUTER PROGRAMMING	3 HRS
A212	ORGANIZATIONAL BEHAVIOUR	3 HRS
S327	NETWORKS AND COMMUNICATION	3 HRS

Undergraduate Program: Program Structure

Semester Four		
Code	Title	Credit
CR226	INTRODUCTION TO E-BUSINESS	3 HRS
Y222	ACCOUNTING INFORMATION SYSTEMS	3 HRS
A221	OPERATIONS RESEARCH	3 HRS
S226	INFORMATION SYSTEMS ANALYSIS	3 HRS
S317	NEW TRENDS (OPERATING SYSTEM)	3 HRS
A312	FINANCIAL MANAGEMENT	3 HRS



Semester Five		
Code	Title	Credit
I313	ECONOMICS OF MONEY AND BANKING	3 HRS
S315	APPLICATIONS IN COMPUTER PROGRAMMING	3 HRS
S325	PROJECTS' INFORMATION SYSTEMS (ADVANCED DATA BASE)	3 HRS
CR315	E-BUSINESS STRATEGIES AND APPLICATIONS	3 HRS
CR316	INTERNET FINANCE	3 HRS
CR317	INFORMATION RETRIEVAL AND SEARCH ENGINES OPTIMIZATION	3 HRS



Semester Six		
Code	Title	Credit
I313	INTERNET PROGRAMMING	3 HRS
A311	HUMAN RESOURCES MANAGEMENT	3 HRS
A421	STRATEGIC MANAGEMENT	3 HRS
S325	INTERNET MARKETING	3 HRS
CR327	PROJECT MANAGEMENT	3 HRS
EW321	BUSINESS LAW	3 HRS



Undergraduate Program: Program Structure

Semester Seven		
Code	Title	Credit
EA321	PRODUCTION AND OPERATION MANAGEMENT	3 HRS
CR411	MULTIMEDIA TECHNOLOGIES	3 HRS
CR412	HUMAN COMPUTER INTERACTION	3 HRS
CR413	M-COMMERCE	3 HRS
CR414	E-GOVERNMENT	3 HRS
CR415	INFORMATION SECURITY	3 HRS
CR416	WEB SITE DEVELOPMENT	3 HRS
CR417	INTELLIGENT COMPUTING FOR BUSINESS	3 HRS
CR418	E-LOGISTICS	3 HRS



Semester Eight		
Code	Title	Credit
I425	FEASIBILITY STUDIES	3 HRS
CR425	NEW TRENDS IN E-BUSINESS APPLICATIONS	3 HRS
CR426	GRADUATION PROJECT	6 HRS
S415	DECISION SUPPORT SYSTEMS	3 HRS
A325	INTERNATIONAL BUSINESS ADMINISTRATION	3 HRS

Note:

All Students must register for the internship after completion of 72 credit hours with a minimum GPA of 2.8.

3.4 GRADES

By the end of each course, the total mark will be added and a grade will be assigned. The College uses a system of letter grades and grade honor point equivalents for evaluating coursework, as shown in the chart below.

Marks	Grade	Points
94.99%- >	A+	4.00
94.99%- 90%	A	3.83
89.99%-85%	A-	3.67
84.99%-80%	B+	3.33
79.99%-75%	B	3.00
74.99%- 70%	B-	2.67
69.99% -65%	C+	2.33
64.99%- 60%	C	2.00
59.99%- 55%	C-	1.67
54.99%- 50%	D	1.33
<50%	F	-
W		
I		

Grades are calculated as Grade Point Average (GPA) where they are calculated by dividing the number of grade points earned by the number of credits attempted. "I" grades are not computed until additional required work is fulfilled and an appropriate letter grade assigned. "W" (withdrawn) is not given a grade honor point and work recorded with this symbol is not used in calculating Grade Point Average's. The grades and credits of repeated courses are calculated in the Grade Point Average (GPA).

3.4.1 INCOMPLETE COURSEWORK

If, after instructor and Student have conferred, the Student has presented a sufficient reason why coursework cannot be completed on schedule, and the instructor has assigned a date by which time all course requirements must be completed, the Student receives a grade "I". In the event the coursework remains incomplete on the assigned date the grade will be changed automatically to an "F" grade

3.4.2 WITHDRAWAL OF A COURSE

A Student may withdraw a course(s) but not after 5 weeks of the commencement of the semester so that they may be partially refunded.

3.5 EXAMINATIONS

Course examinations are given at the instructor's discretion. Final examinations are given only during the scheduled examination period. If applicable, there will be exams during the 7th week, 12th week and 16th week (final exam). Each exam is divided into the following:

7 th week	30 marks
12 th week	20 marks
16 th week (final exam)	40 marks
Assignments and course work	10 marks
Total	100 marks

If a Student fails a course, he/she cannot take a second examination until this course is retaken. If the Student is absent for a good reason from a final exam and wants a credit for the course, after the instructor and Student have conferred; the Student must complete a special exam before the end of the semester immediately following the absence.

3.6 ATTENDANCE

Students are expected to attend each class session unless they have a valid reason for being absent. Students may be required at any time to account for undue irregularity in attendance. Any student who has been excessively absent from a course may be required to withdraw from that course without credit.

3.7 TRANSFER OF CREDITS

A transfer of credits means that a credit gained in previous graduate education will be transferred to the College graduate program and will substitute a similar Bachelor course.

3.8 ACADEMIC STANDARDS OF WORK

To remain in good standing in the graduate program, a student must maintain a cumulative 2.0 (C) average in all courses taken at the College in order to graduate. No unresolved "I" grades may be part of the program of study. At the beginning of the final semester the student should revise the program of study as necessary and obtain approval to insure that all graduation requirements are met. The College uses the following system for graduation:

– Less than 2.0	Failed
– 2.8 -3.4	Very good
– 3.4 -4.0	Excellent

3.9 PLAN OF STUDY

The plan of study lists primary and related area that is chosen on the basis of the student's interest and needs. The plan of study must be submitted to the Graduate Program Director for approval. Although the plan of study may be modified (request for change to the Plan of Study) all requirements in its final form must be met before graduation.

3.10 PROJECTS

The final step of the graduate program is to submit a Project for the marketing & international Business, Management Information Systems and E-Commerce.

3.10.1 PROCEDURES OF PROJECT PREPARATION AND DISCUSSION

- The Student shall prepare the project at the semester of the study duration and submit it to the College in due course before holding the examination.
- The Student shall submit coverless copies of the project for examination purposes.
- The Project must be written in English.

3.11 READMISSION

A regularly admitted graduate Student who has not been registered for two major semesters must apply for readmission.

A Student is not guaranteed continuing graduate status if the Student does not enroll for a period of two consecutive major semesters.

3.11.1 WITHDRAWAL

An applicant who is obliged to withdraw from the program during the academic year or at the end of any semester may be granted the opportunity to return, however the period of withdrawal should not be for more than a period of two consecutive academic semesters.

3.11.2 LEAVE OF ABSENCE

The college has established a leave of absence policy that assures the Student the right to continue his/her education. The following principles govern the leave of absence policy:

1. An applicant must make a written request for a leave of absence to the Dean. The request must include the reasons for the leave and the time the student plans to be away. Leave of absence will generally be granted for one or two academic semesters, however a leave may be extended upon application and approval of the Dean.
2. An applicant who is granted leave of absence due to medical problems may be requested to submit a clinical evaluation to the program before consideration can be given for his/her return to the College.

3.12 ACADEMIC INTEGRITY

Students with different academic and cultural backgrounds may have different perceptions of what constitutes acceptable academic behavior.

The following specific comments should assist students in avoiding unethical practices when preparing their written works:

- A Student's paper (examination, essay, theme, etc.) may not be prepared in whole or in part by someone else.
- Student should never attempt to present another's work, statements, ideas, etc. as their own, whether they use an author's actual words or paraphrase the author.
- Student may use the actual words of an author if they acknowledge that they are doing so. Quotations usually should be short and infrequent.
- Collaboration between Students may be helpful and desirable. In these instances instructors should specify clearly the nature and limits of

collaboration in reports and other work. They should be certain that the Students understand what constitute unacceptable practice in their course.

Graduate Students at College are expected to maintain generally accepted standards of academic honesty and professional integrity. Failure to do so will lead to dismissal from the College. Instructors who believe an unethical practice has occurred should take the following steps:

1. The instructor will advise the student orally as soon as possible after the offense is observed.
2. If the instructor remains convinced that an offense has occurred, a written statement of the offense will be sent to the academic Dean
3. The Student's academic Dean should advise the student of appeals procedures which are available.

3.13 DISMISSAL FROM THE GRADUATE PROGRAM

Apply AASTMT dismissal rules

3.14 STUDENT APPEALS

The Student is entitled to an explanation to the results of the examination. This explanation can be given either orally or in writing by one of the examiners. A demand for such an explanation must be based on facts. A grade can be appealed against. Such an appeal must be submitted no later than one week after the explanation of the grade has been given. Oral presentation and examinations cannot be appealed.

Students may petition the college for an appeal relating to grades. A petition for an appeal must be submitted by the Student with full justification for the request. It will be reviewed by the Graduate Committee.

3.15 TUITION FEES

The tuition fees of every course shall be paid at the beginning of each semester. If the student, or his delegating authority, fails to pay the tuition fees, the student's registration shall be cancelled and the student shall not attend any lectures. The Admission and Registration Deanery shall set the tuition fees at the beginning of each semester.

The tuition fees of the programmes using the credit hours system shall be determined on the basis of the credit hour and shall be paid either collectively for full load semester or according to the number of credit hours registered for.

Bachelor's Program

FINANCE MAJOR

Undergraduate Program: Program Structure

CORE COURSES		
Course Code	Course Title	Credit Hours
EA111	Principles of management (1)	3
EB127	mathematics	3
EY111	Introduction to financial accounting (1)	3
ES111	Introduction to information technology	3
LH182	English for business 1	3
EI111	Micro economics	3
EA121	Principles of management (2)	3
LH183	English for business (2)	3
EY121	Introduction to financial accounting (2)	3
ES121	Management information system	3
EI121	Macro economics	3
EB128	Mathematics in business	3
EA213	statistics	3
EA212	Organizational behavior	3
ES211	Data bases	3
EI211	Economic analysis	3
EA211	Principles of marketing	3
EY211	Company accounting	3
EY221	Cost accounting	3
EA221	Operation research	3
EI221	Public finance	3
EA222	Research methodology	3
EY222	Accounting information system	3
EY311	Managerial accounting	3

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EA311	Human resource management	3
EY315	Money & banking	3
EI311	Financial management	3
EA312	Business law	3
EA321	Production & operation management	3
EA322	Materials & logistics	3
EA411	Organizational analysis & design	3
EI411	Tax system	3
EI421	Economic development	3
EA421	Strategic management	3
Total	34 course * 3 credit Hours	102

Major Courses (12 selected courses)		
Course Code	Course Title	Credit Hours
CR226	Introduction to e-business	3
EY315	Auditing	3
EY325	Managerial accounting 2	3
EA325	International business administration	3
EA418	Investment	3
EA435	Production planning and control	3
EA419	Financial analysis	3
EA416	Financial markets and organization	3
EY425	Tax accounting	3
EY426	Financial control	3
EY427	Advanced financial accounting	3
EI425	Feasibility studies	3
Total	12 course * 3 credit Hours	36

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Elective Courses (2 selected courses)		
Course Code	Course Title	Credit Hours
EX401	Economic of resources&environment	3
EX405	Political science	3
EX407	insurance	3
EX403	Contemporary issues in business & economics	3
EX404	Principles of sociology	3
EX409	Arabic for business	3
EX406	Speech and communication skills	3
EX411	Egyptian history	3
EX408	Francais des affaires	3
EX402	Cultural affairs	3
Total	2 course * 3 credit Hours	6

Total	48
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Program Detailed Structure

Finance Major

BACHELOR'S PROGRAM

Program Detailed Structure: Bachelor's Program

Major: finance

Course Number	Course Title and Description	Credit Hours
EY111	Introduction to financial accounting (1) This course aims to provide the basis for the fundamental concepts of accounting, measuring, recording, and reporting business transactions. This introduction course in financial accounting reviews the accounting cycle & the preparation of financial Statements.	3
EB127	Mathematics Mathematics aims to give students an appreciation of the usefulness, power and beauty of the subject. Mathematics enables people to model events and situations and provides a key to understanding the world in which we live. A study of mathematics also provides the opportunity to study the language of mathematics for its own sake. hasizes on the negotiating within groups & bee	3
EY121	Introduction to financial accounting (2) this course aims to enhance students' knowledge about accounting systems and internal control, and introduction to financial statement analysis. In addition this course focuses on accounting for financial assets, inventories, plant assets and liabilities.	3
EB128	Mathematics in business The aim of this course is to acquaint the students with applications of calculus in business and economics. The course includes: limits and derivative, Minima and maxima and its applications in business and economics, definite and indefinite integrals, applications of integrals in business and economics.	3
EA213	statistics This course aims to provide students with a practical introduction to the concepts and practice of data collection, analysis and presentation, including an introduction to statistical estimation and testing. Furthermore, it aims to have students learn how to use appropriate methods to tabulate, summarize, describe the data, finding relationships, and determining whether groups differ significantly on particular characteristics.	3
EY211	Company accounting This course of corporate financial accounting aims to help students to learn about various forms of business organizations. Also this course will focuses on accounting for partnership, corporations, and analysis of corporate financial statements.	3
EY221	Cost accounting This course is designed to provide students with 'Cost Accounting' concepts, principles, & classifications. It provides a thorough introduction to the 'Product Costing System', 'Job Order', 'Processing Costing', & 'Activity Based	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	Costing'. On a general note, the course aims to provide students with the knowledge of cost behavior & use within a managerial context for the purpose of planning & decision making.	
EA221	Operation research To introduce students to the quantitative approach in Quantitative business problems. The purpose of the course is to acquaint the students with quantitative decision-making tools. These tools, collectively discussed under the title of Operations Research have been largely developed since the World War II.	3
EY222	Accounting information system Managerial and financial accounting applications of computers budgeting, financial planning and analysis, and accounting information processing systems. Emphasis on development of systems for micro and mainframe computers using high level applications development software and on associating internal control and auditing problems.	3
EY311	Managerial accounting This course is designed to demonstrate the role accounting system plays in planning, monitoring, and evaluating business operations. The general objective of this course is to develop and enhance the student's decision – making capabilities throughout problems solving, case analysis and presentation (optional).	3
EA312	Financial management To provide the students with an understanding of the basic issues in the area of financial management.	3
EA321	Production and operation management The materials in this course are intended as an introduction to the field of production and operations management. The subjects matter incorporates concepts from general management, accounting, marketing, and industrial engineering. The topics covered, include both strategic issues and practical applications. Among the topics included in this course are forecasting, capacity planning, location planning, and others. ting, and industrial se are intended as an introduction .	3
EA322	Materials and logistics management This course introduces the basic logistics concepts in a format that is useful for management decision making. It includes a good balance of theory and practical applications. This course includes subjects such as: supply chain management, warehousing, forecasting and inventory management.	3
EY315	auditing This course emphasizes concepts, procedures and techniques of internal and	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	external auditing.	
EY325	Managerial accounting 2 This course is designed to introduce main managerial decisions short and long term pricing internal pricing. And also the calculation of quality cost.	3
EA418	Investment To provide the students with an understanding of the basic issues in the area of investment	3
EA435	Production planning and control The materials in this course are intended as an introduction to the field of production and planning control. the subject matter incorporates concepts from general management, accounting, marketing and industrial engineering. the topics covered include both strategic issues and practical applications. Among the topics included in this course are quality control, inventory management, aggregate planning, MRP, production scheduling.	3
EA419	Financial analysis Providing students with better understanding of the processes of financing and investment decision- making	3
EA416	Financial markets and organizations The course is designed to survey the field of financial markets and institutions. To identify the objectives, characteristics and differences between different types of financial markets and institutions. To understand the major risks that financial institutions face. The course will apply traditional traditional finance concepts to financial markets and institutions.	3
EY425	Tax accounting This course explains the meaning of tax accounting and its purposes: also it introduces the current law and its practical form. Thus this course reflects the recent changes in the Egyptian tax system.	3
EY426	Financial control This course is designed to make the student familiar with the basic auditing concepts and the sections of an audit planning, the internal control structure, the substantive tests and the issuance of audit report.	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
EY427	Advanced financial accounting This course is the last exposure to the area of 'Financial Accounting'. The main aim of the course is to learn about business combinations & consolidated financial statements. Further, the course offers an exposure to the 'International Accounting' environment & the foreign currency transactions	3

Courses Finance Major

DETAILED STRUCTURE

Course: *Detailed Structure*

Course Code: EY111

Course Title: introduction to financial accounting (1)

Credit Hours: 3

Course Description:

This course aims to provide the basis for the fundamental concepts of accounting, measuring, recording, and reporting business transactions. This introduction course in financial accounting reviews the accounting cycle & the preparation of financial Statements.

Course Objectives:

- Explain the meaning of accounting as part of the business context
- Identify economic events (Financial Transactions)
- Measure the economic events
- Recording & reporting the financial transactions

Course Content:

- **Introduction and Overview**
 - Explain What Accounting Is
 - Understand Why Ethics is a Fundamental Business Concept
 - Explain the Meaning of the Monetary Unit Assumption & the Economic Entity Assumption
- **Nature of Accounting and GAAP**
 - Explain the Meaning of Generally Accepted Accounting Principles & the Cost Concept
- **Uses and Users of Accounting**
 - The Users of Accounting Information
 - Management Needs
 - Users with a Direct Financial Interest
 - Users with an Indirect Financial Interest
- **Measuring and Recording Economic**
 - Events
 - Analyze the Effect of Business Transactions
 - Understand What the Four Financial
- Statements are & How They are Prepared
 - **Accounting Equation**
 - State the Basic Accounting Equation & Explain the Meaning of Assets, Liabilities, & Owner's Equity.
- **Measuring Business Income**
 - Profitability Measurement: The Role of Business Income
 - The Accounting Period Issue
 - The Continuity Issue
 - The Matching Issue
 - Accrual Accounting
- **Completion of Accounting Cycle**
 - Overview of Accounting Cycle
 - Closing Entries
 - The Post Closing Trial Balance
- **Adjusting Entries**
 - The Adjustment Process
 - Allocated Deferred Costs Between Two or More Accounting Periods
 - Recognizing Unrecorded Expenses
 - Allocating Recorded Unearned Revenue

Prerequisites: None

Course: *Detailed Structure*

Course Code: EB127

Course Title: Mathematics

Credit Hours: 3

Course Description:

Mathematics aims to give students an appreciation of the usefulness, power and beauty of the subject. Mathematics enables people to model events and situations and provides a key to understanding the world in which we live. A study of mathematics also provides the opportunity to study the language of mathematics for its own sake. hasizes on the negotiating within groups & bee

Course Objectives:

This course provides the student with different mathematical tools which includes: functions and its graph, solving system of linear equations, matrices and determinants

Mathematics intends that students will:

- Develop a positive attitude toward the continued learning of mathematics
- Appreciate the usefulness, power and beauty of mathematics and recognize its relationship with other disciplines and with everyday life
- Gain knowledge and develop understanding of mathematical concepts

Course Content:

Functions

- Concept of a function
- Graph of a function
- Linear and quadratic functions
- General form of linear function
- Slope of linear function
- General form of quadratic function
- Solving quadratic function
- Polynomial and rational function

Exponential and Logarithmic functions

- General form of exponential function
- Graph of exponential function
- Logarithmic function
- Graph of logarithmic function

Matrices

- Concept of a matrix
- Transpose of a matrix
- Addition/subtraction of matrices
- Multiplication of matrices

Determinants

- Determinants of 2×2
- Determinants of 3×3

System of linear equations

- Gauss-Jordan Method
- System of linear equation

Matrices method Solving system of linear equation

- Determinants method
- Linear inequalities
- Concept of linear inequality
- Solving linear inequality
-

Set theory

- Concept of a set
- Sets properties
- Union of sets
- Intersection of sets
- Difference between sets

Simple interest and discounts

- Simple interest formula
- Discounts

Compound interest and present value of an annuity

- Finding compound interest
- Finding present value of an annuity
-

Prerequisites: None

Course: *Detailed Structure*

Course Code: EY121

Course Title: introduction to financial accounting (2)

Credit Hours: 3

Course Description:

This course aims to enhance students' knowledge about accounting systems and internal control, and introduction to financial statement analysis. In addition this course focuses on accounting for financial assets, inventories, plant assets and liabilities.

Course Objectives:

- Discuss the forms of business organization
- Describe the accounting system and the internal control.
- Analyze, understand and interpret the accounting information.
- Account for assets and liabilities.

Course Content:

Introduction to merchandising activities

- definition of merchandising company
- difference between merchandising company and service company
- income statement for a merchandising company
- calculations of cost of Liabilities, part1
- good sold

Types of inventory systems, part1

- perpetual inventory method
- difference between gross method and net method
- discount term under perpetual inventory system

Types of inventory systems, part2

- perpetual inventory system
- discount term under periodic inventory system

Financial assets, part1

- petty cash
- cash overage and shortage

Financial assets, part2

- bank reconciliation
- 2.reasons for bank reconciliation

- 3.journal entries for bank reconciliation

Inventories and cost of good sold, part1

- introduction
- types of inventories
- first in first out method

Inventories and cost of good sold, part 2

- last in first out method
- weighted average method

Plants and intangible assets

- Introduction
- depreciation methods
- straight line method
- double declining method

Intangible assets

- introduction
- amortization of intangible assets
- goodwill
- revision

Liabilities, part2

- Introduction
- treatment of accounts payable
- treatment of notes payable

Prerequisites: EY111

Course Code: EB128

Course Title: Mathematics in business

Course: *Detailed Structure*

Credit Hours: 3

Course Description:

The aim of this course is to acquaint the students with applications of calculus in business and economics. The course includes: limits and derivative, Minima and maxima and its applications in business and economics, definite and indefinite integrals, applications of integrals in business and economics.

Course Objectives:

Mathematics intends that students will:

- Develop mathematical skills and apply them
- Develop the ability to communicate mathematics with appropriate symbols and language
- Develop patience and persistence when solving problems
- Develop and apply business and economics skills in the study of mathematics

Course Content:

Limits and rate of change

- Concept of limits
- Finding limits
- Change rate

Definition of derivative

- Finding derivative by definition

Techniques for finding derivatives

- Derivative of a constant
- Derivative of a polynomial function

Derivative of products, quotient and chain rule

- Finding derivative of products
- Finding derivative of quotients
- Derivative by chain rule

Exponential and logarithmic function derivatives

- Derivative of exponential function
- Derivative of logarithmic functions
-

Continuity and differentiability

- Determine if a function is continuous or not
- Definition of differentiability
- Studying differentiability of a function

Maxima and Minima

- The concept of the maxima and minima of a function

Applications of maxima and minima in economics and business

- Applications of maxima and minima in economics
- Applications of maxima and minima in business

Antiderivatives

- indefinite integrals
- Concept of indefinite integral
- Rules of integrations
- Integration by substitution

Area of the definite integral

- Concept of definite integral
- Finding definite integral
- Area under the curve and definite integral

The fundamental theorem of calculus

- The concept of the fundamental theorem of calculus

Applications of integrals

- Applications of integral in economics
- Applications of integral in business

Prerequisites: EB127

Course: *Detailed Structure*

Course Code: EA213

Course Title: statistics

Credit Hours: 3

Course Description:

This course aims to provide students with a practical introduction to the concepts and practice of data collection, analysis and presentation, including an introduction to statistical estimation and testing. Furthermore, it aims to have students learn how to use appropriate methods to tabulate, summarize, describe the data, finding relationships, and determining whether groups differ significantly on particular characteristics.

Course Objectives:

Statistics intends that students will:

- Develop statistical skills and apply them
- Develop the ability to describe and analyze the data
- Develop the ability to measure and evaluate the relationship between variables

Course Content:

Introduction to statistics

- Descriptive statistics
- Inference statistics

Describing data: frequency distribution

- Simple frequency distribution
- Cross tabulation

Graphical presentation

- Bar chart
- Pie chart
- Line chart

Measures of central tendency

- The mean
- The median
- The mode

Measures of dispersion

- The range
- The mean absolute deviation
- The variance
- The standard deviation

A survey of probability concept

- Finding probability
- Addition rule
- Multiplication rule

Conditional probability

- The concept of conditional probability
- Calculating of conditional probability

Discrete random variable

- Concept of random variable
- Mean of discrete random variable
- Variance of discrete random variable

Binomial distribution

- Binomial experiment
- Binomial distribution
- Mean of the binomial distribution
- Variance of the binomial distribution

Poisson distribution

- Concept of Poisson distribution
- Mean of Poisson distribution
- Variance of Poisson distribution

Continuous random variable

- Concept of continuous random variable
- Mean of continuous random variable
- Variance of continuous random variable

The normal probability distribution

- The concept of the normal distribution
- The central limit theorem

Correlation Analysis

- Pearson Correlation coefficient
- Spearman correlation coefficient

Prerequisites: EB127

Course: Detailed Structure

Course Code: EY211

Course Title: company accounting

Credit Hours: 3

Course Description:

This course of corporate financial accounting aims to help students to learn about various forms of business organizations. Also this course will focus on accounting for partnership, corporations, and analysis of corporate financial statements.

Course Objectives:

- Discuss partnership formation, operation and liquidation.
- Describe corporation formation and issuing capital stocks.
- Analyze the corporate financial report.

Course Content:

Introduction and overview

- Review of the accounting cycle
- Differentiate between different types of organization

Partnership formation

- Explaining partnership agreement
- Differentiate between different types of formation
- Show the accounting methods for the formation

The allocation of partnership income and loss

- Show the bases for the allocation of income and loss Salaries, interest, bonus, and remainder.

Admission of a new partner

- Explain the admission procedures
- Show different types of admission
- Explain the calculation of bonus
- Explain the calculation of goodwill

Withdrawal of a partner

- Explain the withdrawal procedure
- Show different accounting method for withdrawal
- Explain the calculation of bonus for withdrawal purposes
- Explain the calculation of goodwill for withdrawal purposes
- Explain different types of liquidation

- Show the statement of partnership liquidation

- Show the installment distribution

Accounting for corporation

- Defined and list characteristics of corporation
- Differentiates accounting concepts for corporation

Issuing capital stocks

- Define capital stocks
- Differentiate forms of capital stocks
- Understand accounting treatment of capital stocks

Accounting for treasury stocks

- Definition of treasury stocks
- Accounting for:
- Purchase of treasury stocks
- Sale of treasury stocks
- Retirement of treasury stocks

Accounting for dividends

- Definition of dividends
- Understanding dividends dates
- Understanding accounting treatment of dividends

Accounting for bonds

- List and define types of bonds
- Understand bond rating
- Valuation of bonds
- Compare and contrast premises and discount

Corporate financial reporting

- List and define financial statement
- Understand of reporting requirements of corporation
- Overview of reporting standards

Prerequisites: EY121

Course: *Detailed Structure*

Course Code: EY221

Course Title: cost accounting

Credit Hours: 3

Course Description:

This course is designed to provide students with 'Cost Accounting' concepts, principles, & classifications. It provides a thorough introduction to the 'Product Costing System', 'Job Order', 'Processing Costing', & 'Activity Based Costing'. On a general note, the course aims to provide students with the knowledge of cost behavior & use within a managerial context for the purpose of planning & decision making.

Course Objectives:

- Explaining the purpose & use of 'Cost Accounting'
- Measuring costs for products & services
- Discussion of basic cost classifications & behavior
- Planning & decision making based on costs on a managerial level

Course Content:

- **Cost Management Accounting & it's Role in the Business Environment**
 - Introduction to Cost Management Accounting.
 - Differences between Financial Accounting and Management Accounting.
 - Role of Management Accounting in any business.
 - Objectives of Cost Management Accounting.
- **Cost Terms, Concepts, & Classifications**
 - Cost concepts
 - Different Classifications for cost elements.
 - General Classification and its theme.
 - Cost behavior (Fixed and Variable costs).
 - Costs relevant to decision-making process
- **Schedule of cost of Goods Manufactured and Sold**
 - What do we mean with prime cost and conversion cost.
 - How to calculate the total manufacturing cost.
 - How to calculate the Cost of Goods Manufactured (COGM).
- How to calculate the Cost of Goods Sold (COGS).
- **Job-Order Cost Cycle**
 - Explaining the flow of the cost.
 - The six ledger accounts related to manufacturing companies.
 - How to prepare the cost summary for more than one job order.
 - How to relate the cost summary to the six ledger accounts.
- **Job Order Costing System (I)**
 - Management Accounting, Financial Accounting, & Cost Accounting.
 - Cost Management Accounting Systems.
 - Different Costs Approaches for Different Purposes.
 - General Approach to Job Costing System.
 - Computing one charging rate for the whole company
- **Job Order Costing System (II)**
 - Two Major Cost Objects: Products & Departments.
 - Computing different charging rates for different departments.
 - How to use Job Costing System in Manufacturing Companies for pricing purposes?
-

Prerequisites: EY121

Course: *Detailed Structure*

Course Code: EA221

Course Title: operation research

Credit Hours: 3

Course Description:

To introduce students to the quantitative approach in Quantitative business problems. The purpose of the course is to acquaint the students with quantitative decision-making tools. These tools, collectively discussed under the title of Operations Research have been largely developed since the World War II.

Course Objectives:

The course broadly covers deterministic decision models for planning, decision-making, resource allocation, and control. More specifically these models are discussed in the context of: Linear Programming, Transportation, Transshipment and Assignment, and project management. In particular, the course focuses on thinking structurally about decision problems and applying quantitative techniques in solving them. The course is designed to equip future manager with a conceptual understanding of quantitative decision.

Course Content:

Introduction to Operations Research

- Infeasibility
- Unboundedness
- Multiple optimal solutions

Linear Programming

Model Formulation Linear Programming:

Model Formulation

- Decision variables
- Objective function
- Technical constraints
- Non-negativity constraint

Applications of Linear Programming

Product mix problem

- Diet problem
- Blending problem
- Media selection problem

Applications of Linear Programming (continued)

- Assignment problem
- Transportation problem
- Portfolio selection
- Work scheduling
- Graphical solution

Graphical solution

- Different shapes of area of feasible solutions
- Finding the optimal solution (max or min)

Special cases in Graphical solution

Simplex Method (Maximization Case)

Simplex Method - Big M method (Minimization Case)

- Transportation Problem (Northwest Corner Method)
-
- Transportation Problem (Least Cost Method)

Assignment Problem (Hungarian Method)

- Project Management (Program Evaluation and Review Technique)
-
- Project Management (Critical Path Method)

Prerequisites: EA213 & EA121

Course: *Detailed Structure*

Course Code: EY222

Course Title: accounting information system

Credit Hours: 3

Course Description:

Managerial and financial accounting applications of computers budgeting, financial planning and analysis, and accounting information processing systems. Emphasis on development of systems for micro and mainframe computers using high level applications development software and on associating internal control and auditing problems.

Course Objectives:

The purpose of this course is to help in preparing the students for a career in the accounting professions. To be successful in pursuing an accounting career, students must possess a basic knowledge of computer-based information systems and their role in performing the accounting function in contemporary business organization.

Course Content:

The Meaning and Purpose of Accounting Information Systems What is AIS?

- Features of Typical AIS
- AIS in the Information Age
- Information Systems within a firm
- Economic Nature of Information
- Roles of accountants with respect to AIS
- Aims and Directions

The Business Environment and the AIS

- Business Firms as systems
- Organizational Structure in Business Firms
- Organizational Systems
- Overview of Accounting Systems
- The Language and descriptions of AIS
-

Data Management (I).

- Relationships of data
- Hierarchy of Data File – Oriented Systems
-

Data Management (II)

- Hierarchy of data in data base systems
- Data base Systems

Coding System

- Applications and Problems Description of Coding System

- Characteristics of a good System
- Means to capture data.
- Processing of inputs data collection
- Processing to update or modify existing data – Data Maintenance
- Processing of Inputs
- Documenting Processing
- File Organization and data processing

Internal Control Structure

- Objectives of Internal Control System
- Accounting Internal Control System
- Administrative Internal Control System
- Consideration of Designing Accounting Control System

Auditing of Information System

- Types of Audits and their Purposes
- Basic Audit considerations and Process
- Audit Approaches
- Operational Audits of the information Processing Departments

The General Ledger and Financial Reporting Cycles

- Introduction
- Objectives of the Cycles

Prerequisites: EY121 & ES121

Course: *Detailed Structure*

Course Code: EY311

Course Title: managerial accounting

Credit Hours: 3

Course Description:

This course is designed to demonstrate the role accounting system plays in planning, monitoring, and evaluating business operations. The general objective of this course is to develop and enhance the student's decision – making capabilities throughout problems solving, case analysis and presentation (optional).

Course Objectives:

By the end of this course the student should be able to use the accounting information to make right, sound, educated business decisions.

Course Content:

Introduction to Managerial Accounting

- Cost Behavior in terms to their relation with level of Activity
- Cost Equation

Cost-Volume-Profit Relationships

- Relation between cost, volume and profit
- Breakeven point
- Margin of safety
- Contribution Margin income statement
- Contribution margin approach

Some application for CVP

- Segmented Reporting
- Segmented Income statement
- Traceable Fixed expenses

Relevant Cost for decision Making

- Relevant and Irrelevant cost
- Uses of Relevant cost
- Drop/Add decisions
- Make/Buy Decisions
- Sales Budget
- Purchase Budget (Merchandising firms)
- Production Budget
- Schedule for Cash Collection

Profit Planning

- DM Budget
- Labor Budget
- Overhead Budget
- Schedule for Cash Payment
- Cash Budget
- Master Budget

Standard cost for Decision Making and the Balanced Scorecard

- Setting Standard Costs
- DM Standards, DL standards and VOH standards
- Variance Analysis
- Price and Quantity Variances Analysis (DM Variances)
- Rate and Efficiency variances Analysis (DL Variances)
- Spending and Efficiency variances Analysis

Flexible Budget and overhead analysis

- Characteristics of a flexible Budget
- Static Budget
- Actual Versus standard hours
- Based Costing and flexible Budget

Prerequisites: EY221

Course: *Detailed Structure*

Course Code: EY315

Course Title: auditing

Credit Hours: 3

Course Description:

This course emphasizes concepts, procedures and techniques of internal and external auditing.

Course Objectives:

- Define generally accepted auditing standards.
- Describe types of audit reports.
- Describe professional ethics.
- Describe the legal environment.

Course Content:

Distinction between accounting and auditing,

- types of audits and auditors Assurance services
- Economic demand for audit
- Difference between accounting and auditing

Chapter one continues.

- Audit definition (basic key words)
- Types of auditors
- Types of audits
- Cases

Generally Accepted Auditing Standards

- General standards
- Standards of field work
- Reporting standards
- Cases

Quality control.

- Five elements of quality control
- Relationships among GAAS, quality control and Peer review
-

Audit reports overview, the standard

- Unqualified audit report. Standard unqualified audit report
- parts of standard unqualified report
- conditions for standard unqualified audit report
-
- Departures from an unqualified audit report

Professional ethics.

- What are ethics
- Need for ethics
- Why people act unethically
- six core ethical values

Ethical Dilemmas.

- Rationalizing unethical behavior
- Resolving ethical Dilemmas
- case solving
-

Ethical conduct in professions.

- Code of professional conduct
- Ethical principles
- Rules of conduct

Audit responsibilities and objectives

- Objective of conducting an audit of financial statements
- Management's responsibilities and auditors responsibilities
- Financial statement cycles

Setting audit objectives

- Transaction related audit objectives
- Balance related audit objectives
- How audit objectives are met

Prerequisites: EY211

Course: *Detailed Structure*

Course Code: EA312

Course Title: Financial management

Credit Hours: 3

Course Description:

To provide the students with an understanding of the basic issues in the area of financial management.

Course Objectives:

- Understanding the basics of financial statement analysis.
- Understanding the role of the financial manager with an emphasis on financing and investment decision making process.
- Understanding the interaction between financial management and other business disciplines.

Course Content:

An Overview of Financial Management

Financial Statements, Cash Flow, and Taxes

- Study the financial statements that publicly traded firms must provide to investors.
- Discuss what the basic financial statements are, how they are used, and what kinds of financial information users need.

Analysis of Financial Statements

- Show how financial statements are used by managers to improve performance, by lenders to evaluate the likelihood of collecting on loans, and by stockholders to forecast earnings, dividends, and stock prices.
- Focus on how financial managers (and investors) evaluate a firm's current financial position.
- Focus on how financial statements are used by management to improve the firm's performance and by investors when they set values on the firm's stock and bonds.

Risk and Rates of Return

- Define precisely what the term risk means as it relates to investments.
- Examine procedures managers use to measure risk.

Continued Risk and Rates of Return

- Discuss the relationship between risk and return..

Time Value of Money

- Understand the discounted cash flow (DCF) analysis.
- Applications on discounted cash flow (DCF).

Bonds and Their Valuation

- Discuss the types of bonds companies and government agencies issue.
- Discuss the terms that are contained in bond contracts.
- Discuss the types of risks to which both bond investors and issuers are exposed.
- Discuss the procedures for determining the values of and rates of return on bonds.

Prerequisites: EY121 & EA121 & EA213

Course: *Detailed Structure*

Course Code: EA321

Course Title: production and operation management

Credit Hours: 3

Course Description:

The materials in this course are intended as an introduction to the field of production and operations management. The subjects matter incorporates concepts from general management, accounting, marketing, and industrial engineering. The topics covered, include both strategic issues and practical applications. Among the topics included in this course are forecasting, capacity planning, location planning, and others. and industrial se are intended as an introduction.

.Course Objectives:

The objective of this course is to provide a clear presentation of the concepts, tools, and applications of the field of production and operations management. It introduce the quantitative models that help the decision makers in the decision making process. By this course the students will learn how to formulate and solve different quantitative models.

Course Content:

Introduction to operations Management

- The scope of Operations Management
- The Operations Management and the management process
- *Operations management and decision making:
- Models
- Quantitative approaches
- Analysis of Trade off
- A system approach

Strategic capacity planning for products and services

- Defining and measuring capacity
- Determinants of effective capacity
- Determine capacity requirement
- Developing capacity alternatives
- Evaluating alternatives

Decision Theory

- Causes of poor decision
- Decision making under certainty
- Decision making under uncertainty
- decision making under risk
- Decision trees
- Sensitivity analysis

Process selection and facility layout

- Process selection
- operations strategy

Process Selection and Facility layout (cont)

- Designing product layouts
- Designing process layouts
- -Measures of effectiveness
- -Information requirements
- -Minimizing transportation costs or distance

Location planning and analysis

- The need for location decision
- The nature of location decision
- General procedure for making location
- Factor that affect location decisions

Location planning and analysis (cont)

- Service and retail locations
- Evaluating location alternatives
- Location cost profit volume analysis
- Factor rating

Prerequisites: EA221

Course: Detailed Structure

Course Code: EY325

Course Title: managerial accounting 2

Credit Hours: 3

Course Description:

This course is designed to introduce main managerial decisions short and long term pricing internal pricing. And also the calculation of quality cost.

Course Objectives:

- Explaining the nature of decision-making process.
- Identify the accounting information needed for the pricing decisions.
- Discuss the quality decision making.
- Goal programming formulation and its relationship to the decision making process.

Course Content:

Overview of Basic Concepts

- Basic cost concepts
- Difference between managerial accounting and financial accounting
- Different cost classifications
- Purposes of managerial accounting

The decision making process under risk

- Decision making under certainty
- The conditional payoff table
- The expected value table
- Applications

the decision making process under uncertainty

- The maximax criteria
- The maxmin criteria
- The minimax criteria

Incremental analysis and managerial decisions

- Meaning of the word difference
- Relevant costs for a decision
- Relevant revenue for a decision
- applications

Pricing decisions,

- Difference between internal and external pricing
- Short –term pricing decisions
- Relevant costs for short-term pricing decisions

Long-Term pricing decisions

- Market-based method (target costing for target pricing)

- cost-based method (cost-plus pricing)

Transfer Pricing

- Market-based transfer price
- Cost-based transfer price.
- Negotiated transfer price.

Transfer pricing continue

- Multinational transfer pricing (applications)
- Effect of alternative transfer-pricing methods on division operating income

equilibrium analysis

- Cost volume profit analysis under uncertainty
- Discrete variable approach (decision tree), expected value breakeven point
- continuous variable approach
- probabilistic breakeven analysis

Quality decisions

- Quality of design
- Conformance quality
- costs of quality
- Relevant revenue and relevant costs of time

Prerequisites: EY311

Course: *Detailed Structure*

Course Code: EA322

Course Title: Materials and logistics management

Credit Hours: 3

Course Description:

This course introduces the basic logistics concepts in a format that is useful for management decision making. It includes a good balance of theory and practical applications. This course includes subjects such as: supply chain management, warehousing, forecasting and inventory management.

Course Objectives:

- Understand different tradeoffs in logistics management
- Objectively relate the various conflicts involved in the operation of logistics activities
- Appreciate the role of transport and the criteria for choosing transport modes
- Make effective judgment on warehousing and inventory decisions
- Optimize warehouse and handling assets and equipments

Course Content:

Introduction to Logistics Management

- Introduction to Logistics Management
- Business Logistics defined
- Scope of Business Logistics
- The Activity Mix in Logistics
- The Critical Physical Distribution Loop
- Business Logistics in the Firm
- The Interfaced Activities
- Objectives of Business Logistics
- The Components of the Logistics Management

Logistics Customer Service

- Customer Service defined
- Customer Service elements
- Order Cycle Time
- Importance of Logistics Customer Service

- Modeling the Sales-Service Relationship

Inventory Management

- Inventory Costs
- Instantaneous Replenishment Model
- Noninstantaneous Replenishment Model
- The effect of presence of inexpensive Transportation system in a community
- Physical Transportation System
- Scope of transportation System
- Service choices and performance characteristics
 - Transportation (continued)
 - Application of Linear Programming to transportation problems

Warehousing and Materials Handling

- Storage alternatives
- Storage system costs and rates
- Materials Handling functions
- Materials Handling considerations

Pre Requisites: EA 221

Course: *Detailed Structure*

Course Code: EA418

Course Title: Investment

Credit Hours: 3

Course Description:

To provide the students with an understanding of the basic issues in the area of investment

Course Objectives:

This course aims to study the objectives and techniques of investment and to stimulate the reasoning power of students as prospective investors, to gain understanding of market prices and their behavior and to study the techniques of securities analysis and selection. to study how to apply the techniques of finance, statistics and other skills in investment analysis and decisions. To give students a broad perspective which is more valuable to a beginner in investments than thorough coverage of few subjects.

Course Content:

Introduction to Investments.

- Explain why individuals should specify investment goals.
- Differentiate between liquidity and marketability.
- Distinguish between primary and secondary markets.
- Identify the sources of risk and the sources of return.

.Creation of Financial Assets.

- Explain the roles of the investment banker and the financial intermediary.
- Illustrate the flow of funds from savers to firms.
- Identify the components necessary for the sale of securities to the general public.

Risk & Portfolio Management

- Identify the source of risk.
- Identify the relationship between securities

Continued Risk & Portfolio Management.

- Explain how standard deviations and beta coefficient measure risk. Interpret the difference between beta coefficient of 1.5, 1.0, and 0.5.

Time Value of Money

- Explain why a dollar received tomorrow is not equal in value to a dollar received today.
- Differentiate between compounding and discounting.

Valuation of Common Stock.

- Identify the components of an investor's required rate of return.
- Distinguish between required and expected returns.
- Examine the determinants of a stock's price.
- Calculate the value of a stock using a simple present model.

Valuation of Fixed –Income Securities

- Determine the price of a bond.
- Isolate the factors that affect a bond's price.
- Illustrate how discounted bonds may be used to help finance an individual's retirement.

Prerequisites: EA312

Course: *Detailed Structure*

Course Code: EA435

Course Title: production planning and control

Credit Hours: 3

Course Description:

The materials in this course are intended as an introduction to the field of production and planning control. The subject matter incorporates concepts from general management, accounting, marketing and industrial engineering. the topics covered include both strategic issues and practical applications. Among the topics included in this course are quality control, inventory management, aggregate planning, MRP, production scheduling.

Course Objectives:

The objective of this course is to provide a clear presentation of the concepts, tools, and applications of the field of production planning and control. It introduce the quantitative models that help the decision makers in the decision making process. By this course the students will learn how to formulate and solve different quantitative models.

Course Content:

Introduction to Production Planning and Control

Statistical Process Control

- The control process
- Variations and control
- Control charts
- Control charts for variables

Inventory Management: Economic Order Quantity Models (EOQ)

Quality Control: Statistical process control (Control charts for attributes)

- Control charts for attributes
- Managerial considerations concerning control charts
- Run tests

Requirements for effective inventory management

- Inventory counting systems
- Demand forecasts and lead-time
- Inventory costs
- Classification system

Quality Control: Process Capability

- Capability Analysis
- Improving process Capability
- Taguchi cost function

How much to order: Economic Order Quantity Models

- Basic Economic Order Quantity (EOQ) Model
- Inventory Management: Reorder Point (ROP) and Quantity Discounts

Prerequisites: EA321

Course: *Detailed Structure*

Course Code: EA419

Course Title: financial analysis

Credit Hours: 3

Course Description:

- Providing students with better understanding of the processes of financing and investment decision- making

Course Objectives:

- Understanding the objective of the firm from a financial perspective, as well as a number of related concepts and issues.
- Understanding the techniques of valuation of investment proposals based on risk-return analysis.
- Understanding the concepts of determinants of the firm's financial structure.

Course Content:

Introduction and objective of the firm

- Explain why financial statement analysis is needed.
- Discuss the general principles of the financial reporting system.

- Understanding how to calculate the cost of common stocks.
- Explain the weighted average cost of capital.
- Discuss the factors that affect the composite cost of capital.

Risk – Return Analysis

- Discuss equity risk in the context of the capital asset pricing model and the arbitrage pricing theory.

Capital Structure and Leverage

- Discuss the target capital structure.
- Explain the effect of capital structure on risk.

Project Cash Flows and Risk

- Describe the three components of a cash flow statement.
- Distinguish between direct method and indirect method cash flow statements.

Theories of Capital Structure

- Discuss the effect of taxes on capital structure.
-

Cost of capital

- Define the capital components.
- Explain how to calculate the cost of debt.
- Understanding how to determine the cost of preferred stocks.

Cost of Capital (cont.)

Pre Requisites: EA312

Course Code: EA416

Course Title: financial markets & organizations

Credit Hours: 3

Course Description:

The course is designed to survey the field of financial markets and institutions. To identify the objectives, characteristics and differences between different types of financial markets and institutions. To understand the major risks that financial institutions face. The course will apply traditional finance concepts to financial markets and institutions.

Course Objectives:

- The course is structured to cover:
- Financial Markets Definition and a General Overview
- Short-term and long-term financing (money and capital markets)
- Regulatory framework
- Functions
- Organization
- Institutions and services; and financial instruments.

Course Content:

Introduction to Financial Markets

- Overview Of Basic Concepts
- Development and Growth
- Business Finance
- Financial Sector and System

Why Financial Intermediaries are Special?

- Objectives of Financial Intermediaries.
- Without Financial Intermediaries.
- Financial Intermediaries' Specialness.
- With Financial Intermediaries.
- Functions of Financial Intermediaries.

Derivatives: an Introduction.

- Introduction of Derivatives.
- Types of Derivatives.
- Categories of Derivatives.
- Options.
- Futures Contracts.
- Introduction of Swaps.
- Interest Rate Swap.
- Foreign Currency Swap.
- Categories of Options.

- Standardized Options Characteristics.

Basic Principles of Stock Options.

- Trading mechanics.
- The Option Premium.
- Option Price Quotations.
- Profits and Losses with Options.
- Understanding the Exercise of an Option.
- Buying a Call Option.
- Writing a Call Option.
- Buying a Put Option.
- Writing a Put Option.

International Financial Markets.

- Motivates for Using International Financial Markets.
- Foreign Exchange Market.

Pre Requisites: EA321, E I311

Course Code: EY425

Course Title: tax accounting

Credit Hours: 3

Course Description:

This course explains the meaning of tax accounting and its purposes: also it introduces the current law and its practical form. Thus this course reflects the recent changes in the Egyptian tax system.

Course Objectives:

This course mainly focuses on the tax accountability of commercial and industrial activity from different perspectives: characteristics, general conditions, scope of application and finally measurement of taxable net profit. Moreover, this course explains and trains the students how could they prepare and calculate tax return sheets and the procedures of tax assessments.

Course contents:

tax accountability in the Egyptian tax law

- the main features of tax accounting
- definitions and objectives of tax accounting

Development of Egyptian tax system and general characteristics

- the main features of the Egyptian tax on income
- general consideration of ETOI
- General characteristics of ETOII.

Tax accountability of commercial and industrial profits

- the nature of commercial and industrial profits
- Consideration of determining the TC&IPs.

measurement of taxable net profit

- Settlement of the contract's results.
- general tax model
- Problem materials.

allowable deductions

- Definition and general requirements for allowable deductions.
- Allowable deductions by statute, interest loans-depreciation.
- Duties and taxes.
- social insurance premium

Pre Requisites: EY211.

Course: *Detailed Structure*

Course Code: EY426

Course Title: financial control

Credit Hours: 3

Course Description:

This course is designed to make the student familiar with the basic auditing concepts and the sections of an audit planning, the internal control structure, the substantive tests and the issuance of audit report.

Course Objectives:

Explain the basic concepts of audit materiality and sampling

- Explain audit planning
- Explain procedures to study the internal control structure
- Flowcharts representation
- Describe audit sampling

Course contents:

Course introduction and overview

- Basic auditing concepts
- Types of audits and auditors
- Types of audit opinion

Basic auditing concepts

- Type of assurance the auditor provides
- The four sections of an audit

Basic auditing concepts

- Materiality at the planning phase
- The use of materiality in planning the audit

Basic auditing concepts

- Types of audit risks
- The use of audit risk in evaluating evidence
- Audit sampling

Planning the audit

- Pre acceptance procedures
- Continuation of existing clients
- Confirmation and arrangements (engagement letter)

Planning the audit continue

- Preliminary judgment about materiality
- Identify potential problem areas
- Perform analytical procedures

The audit program

- Purposes that it serves
- Different sections of an audit program
- Illustration of an audit program

The Internal control structure

- Obtaining an understanding
- Elements of the internal control structure
- Why an understanding is required

Pre Requisites: EY315

Course Code: EY427

Course Title: advanced financial accounting

Credit Hours: 3

Course Description:

This course is the last exposure to the area of 'Financial Accounting'. The main aim of the course is to learn about business combinations & consolidated financial statements. Further, the course offers an exposure to the 'International Accounting' environment & the foreign currency transactions.

Course Objectives:

- Define business combinations & its different forms
- Discuss accounting for business combinations
- Prepare consolidated financial statements at the date of acquisition & in years subsequent to acquisition
- Get familiar to the 'International Accounting' environment
- Account for foreign currency transactions

Course contents:

Basic concepts in financial accounting.

- Types of financial statements.
- accounting for investment
- Reasons for business combination.
- Types of expansion for a company.

Cost Method & Equity Method

- Accounting for long term investment in common stocks.
- Cost method versus equity method.

Acquisition of stock and assets

- Acquisition of net assets for cash.
- Acquisition of net assets for stocks.
- Acquisition of stocks for stocks.
- Acquisition of stocks for cash

Accounting for business combination

- Under the purchase method.
- Under the pooling of interest method
- preparation of the worksheet when ownership=100%.
- Preparation of the worksheet when ownership is less than 100%.

Pre requisites: EY2

Bachelor's Program

MARKETING MAJOR

Undergraduate Program: Program Structure

CORE COURSES		
Course Code	Course Title	Credit Hours
EA111	Principles of Management (1)	3
I111	Micro Economics	3
S111	Introduction to information Technology	3
Y111	Accounting (1)	3
B127	Math (1)	3
LH192	English For Business (1)	3
EA121	Principles of Management (2)	3
I121	Macro Economics	3
S121	Management Information Systems	3
Y121	Accounting (2)	3
B128	Math (2)	3
LH193	English For Business (2)	3
EA211	Principles of Marketing	3
EA212	Organization Behavior	3
EA213	Statistics	3
ES211	Data Bases	3
EI211	Economic Analysis	3
EI312	International Trade	3
EY211	Company Accounting	3
EA221	Operations Research	3
EA222	Research Methodology	3
EI221	Public finance	3
EY221	Cost Accounting	3
EY222	Accounting Information Systems	3
EA311	Human Resources Management	3
EA312	Financial Management	3
EI311	Money and Banking	3
EY311	Managerial Accounting	3
EA321	Production Operations Management	3
EA322	Materials and Logistics Management	3
EW321	Business Law	3
EA411	Organizational Analysis and Design	3

Undergraduate Program: Program Structure

EI411	Tax Systems	3
EA421	Strategic management	3
EI421	Economic Development	3
Total	36 courses * 3 credit Hours	105

MAJOR COURSES		
Course Code	Course Title	Credit Hours
EA315	Consumer Behavior	3
EA316	Marketing Management	3
ECR226	Introduction to E- Business	3
EA317	Electronic Marketing	3
EA325	International Business	3
EA326	Marketing Research	3
EA327	Integrated Marketing Communication	3
EA417	Management of Distribution Institutions	3
EA328	Advertising Management	3
EA415	Personal Selling	3
EA426	Public Relations	3
EI425	Feasibility Studies	3
EA425	International Marketing	3
EA428	Advanced Studies in Marketing (Graduation Project)	3

Elective Courses (5 selected courses)		
Course Code	Course Title	Credit Hours
EX401	Economics of Resources and Environment	3
ES221	Computer Applications in Business	3
EX407	Insurance	3
EX405	Political Sciences	3
EX406	Speech & Communication Skills	3
EX404	Principles of Sociology	3
EX402	Cultural Affairs	3
EX403	Contemporary Issues in Business	3
EX413	Negotiation & Contracting Skills	3

Undergraduate Program: Program Structure

EX408	Francais Des Affairs	3
EX411	Egyptian History	3

Total		144
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Program Detailed Structure Marketing Major

BACHELOR'S PROGRAM

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
EA311	<p>Human Resources Management</p> <p>To provide an overview of the held of human resource management as a major function of business, its importance, its functions and role in today's organization</p> <p>Introduce the students to the field of human resource management, how to avoid committing management malpractice</p>	3
EA201	<p>Principles of Management 2</p> <p>This course introduces the contemporary approaches to management. It provides a strong background on the main management functions from a practical point of view and establishes a distinctive emphasis on the manager's skills required to cope with today's changing environment.</p> <p>To provide a sound foundation for understanding the key issues in the field of management. To offer a strong practical focus and cover the latest research studies in contemporary management. To help students build analytical, diagnostic, team-building, and writing skills by getting them engaged in real life cases and experiential exercises.</p>	3
EA411	<p>Organization Analysis and Design</p> <p>The course explores the nature of organizations and organization theory today. Identifying the nature of organizational technologies and the relationship between technology and organization structure. Moreover, integrating the concepts and models from organizational theory with changes events from the real world to provide the most up-to-date view of organization design available.</p> <p>Describe the concepts of organizational and organizational theory</p> <p>Explain and evaluate the external environment of any organization.</p> <p>Describe the type of technologies in organization. Differentiate among manufacture, service and advanced in formation technology.</p> <p>Explain the effect of size, growth, lifecycle on organizational design. Explain the basis for designing organization structure. Explain and evaluate the inter group relations and conflict and its impact on organization</p>	3
EA421	<p>Strategic Management</p> <p>The course comprises seven critical tasks:</p> <ol style="list-style-type: none"> 1. formulate the company's mission, including broad statements about bits purposes, philosophy and goals 2. conduct an analysis that reflects the company's internal conditions and capabilities 3. Assess the company's external environment 4. Analysis the company's options by matching its resources with the external environment. 5. Identify the most desirable options by evaluating each option in light of the company's mission 6. Select long term objectives and grand strategies that will achieve the most desirable options. 7. Implement the strategic choices by means of budgeted resources 	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	allocations in which the matching of tasks, people, structures, technologies and reward systems.	
EA111	Principles of Management (1) Provide fundamental working knowledge about every aspect of businesses and the environment in which business prospers	3
EA212	Organization Behavior The course examines the concept of behavior of people as members of organizations. It focuses on theories and applications that help people in dealing with others. This course introduces the necessary knowledge for effective organizational i Explain the concept of perception inside work setting Explain the learning theories on people behavior Describe the motivation theories and their impact on employees behavior interpersonal interaction.	3
EA222	Research Methodology This course present the basic methods in making researches in a way to help students to know the information about the nature of researchers, the scope of the research in business administration, how to design research, how to collect, summarize, and analyze data and write a final report. It describe the nature of research and how to choose your project data, explain the process of designing research, explain the sample concept and how to collect data from the field Evaluate the student skills to do their own research with real sample	3
EA428	Advanced Studies in Marketing This course is the final course in the major before the students graduate, thus they should have a good background about the marketing classics and the new marketing trends in the market. In this course the students are required by their finals to hand in their researches (small thesis) about the marketing topic they choose. The Course has 2 main objectives; 1- Exposure, Discussion and Analysis of basic classical and contemporary marketing articles by various marketing scholars/masters. 2- Focusing on contemporary trends in marketing and testing their applicability or usefulness in the Egyptian market	3
EA 315	Consumer Behavior This course introduces the latest and best thinking by some very bright scientists who develop models and studies of consumer behaviour. It goes beyond studying the act of buying where having and being are also considered important. It also includes the interrelationships between the individual consumer and his or her social realities. It describes the field of Consumer Behavior and emphasizes its crucial impact on the practice of marketing and performance of business organizations. Explain the internal and external factors	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	affecting the ongoing consumer behavior process. Help students analyze different cases as marketing practitioners and introduce different effective approaches to influence consumer behavior	
A317	<p>Electronic Marketing</p> <p>This course will provide you with a thorough understanding of the principles and practices of using the Internet to market goods and services. It examines the demographics of the Internet and the various business models employed in online marketing, explores techniques and methodologies for conducting online market research and developing competitive intelligence in an organization. In addition, the course details processes for planning and implementing a comprehensive e-marketing strategy using alternative online pricing strategies, Web-based advertising and promotion, and Internet distribution channels; it also considers other critical issues, such as customer acquisition and retention and the challenges faced by firms in the application of e-marketing strategies in global markets.</p>	3
EA 425	<p>International Marketing</p> <p>This course was given to meet students' needs to know about the contemporary environment problems and practices of international marketing. It continues to dress challenges facing both small exporters and large multinationals, To provide a framework for international marketing and its context in the modern business world. To give students an understanding of the various facts of international marketing in a systematic and logic form.</p>	3
EA316	<p>Marketing Management</p> <p>This course brings essential and classic examples into sharper focus while covering new concepts and ideas in depth. At the end of this course students will have an understanding of the following topics:</p> <p>Understanding Marketing Management</p> <ul style="list-style-type: none"> -Analyzing marketing opportunities -Developing marketing strategies -Shaping the market offering -Managing and delivering marketing programs 	3
EA 426	<p>Public Relations</p> <p>This course exposes students to in depth knowledge of public relation, by understanding the roles, tools and importance of PR nowadays in the dynamic environment. Furthermore, students will learn how to deal with crisis and issue management, and how to affect the public opinion. After having a full picture of the PR's duties students will learn how to communicate their publics and make a consumer research. To discuss Public relations as an essential marketing function and tool. Where students need to learn the effect of good public relations departments nowadays in the globalize market. This course has two</p>	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	main objectives; providing students with a solid background in public relations theories and principles, and, to discuss and analyze public relations practices and contemporary cases	
A328	Advertising Management Introduction to advertising, explain Advertising's role in marketing, How advertising works , explore different print and out of home media, Media planning and buying, and introducing the creative side and message strategy	3
EA417	Management of Distribution Providing an overall understanding of distribution channel management and its implications on marketing strategy, function and mix Students should be able to identify the importance of channel management and its impact and role on marketing decisions and managers	3
EA 327	Integrated marketing communications This course was given to practice the integration between advertising and marketing communications and to allow the students to apply concepts as often as possible To be able to learn the following: IMC and communications, Corporate image and name, consumer purchasing process, E-marketing, advertising and promotions, personal selling and Public Relations	3
EA326	Marketing Research The aim of this intensive course is to familiarize students with basic applications of research in marketing. The course shall expose students to the marketing research process through real case applications, examples as well as theory. Furthermore, this course allows students to understand fundamentals that allow them to become researchers and intelligent users of research the course comprises : Research Design formulation Data Collection preparation, analysis and reporting Real Life cases related to each topic covered	3
EA415	Personal Selling Throughout the course students have the opportunity to travel with sales people as they are challenged in the market place to use modern personal selling practices in addition to focusing on the delivery of customer value by offering time proven fundamentals and practical practices needed to succeed in today's world of sales and marketing	3
EA 211	Principles of Marketing	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	<p>This introductory course exposes students to nature and scope of marketing, marketing systems, the marketing environment, definition of market, market segmentation and buyer's behavior. Furthermore, students shall be exposed to product development, pricing, promotion and basic distribution strategies and more importantly the application of these topics to the Egyptian environment and market.</p> <p>Understand the definition, nature and scope of marketing.</p> <p>Acquire a full understanding about marketing strategy, environment and process.</p> <p>Exposure to product, service and branding strategies.</p> <p>Acquire knowledge about pricing, promotion and distribution approaches and strategies.</p> <p>Exposure to contemporary issues in marketing.</p>	
EW321	<p>Business Law</p> <p>This course is prepared to meet the needs of students preparing for business studies or for bachelor of management degree. This attitude coincides the modern education philosophy which embraces the two main branches of knowledge and theoretical studies associated with the practical training</p>	3
EI221	<p>Economic Analysis</p> <p>The aim of this course is to present the analytical techniques of microeconomics and the decision making process concerning pricing strategies and the behavior of different market players through the analysis of market operations ,indifference curves , different market structures ,production and cost relations and efficient resource usage.</p>	3
EI425	<p>Feasibility Studies</p> <p>To help students in learning how to prepare a feasibility study and how to deal with the different aspects of a certain project</p>	3
EA325	<p>International Business</p> <p>To prepare the students to discuss worldwide aspects of each business function and to help students in learning how to think globally and how to deal with the different aspects of global business</p>	3
EI121	<p>Macro Economics</p> <p>The goal of this course is to introduce students to macro economics concepts and macroeconomic models for analyzing data, as well as the role of the government and its policies with reference to the real world experience.</p>	3
EI111	<p>Micro Economics</p> <p>To introduce to the students the main and fundamental microeconomics issues</p>	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
	<p>such as the economic problem, demand, supply markets and other market forces.</p> <p>The aim will be achieved by analyzing and understanding the economics starting by the demand and supply till the consumers behavior in terms of utility, producers behavior in terms of cost and markets in terms of revenues</p>	
EX413	<p>Negotiation and Contracting skills</p> <p>Students should develop a systematic and insightful approach to negotiation. First, they should acquire the conceptual skills necessary for becoming a sophisticated analyst of negotiation situations. Second, you should gain valuable experience from the negotiation exercises. They will experience many different roles, and they should learn a great deal about themselves from repeated exposure to negotiation situations. Third, Student should gain an understanding of the psychological processes underlying the judgment of negotiators, and should be able to use the psychological biases people have to produce better results for themselves. The bottom line is that you should come out of this course as an analytically and intuitively well-informed negotiator.</p> <p>The course will build cumulatively from (seemingly) simple negotiations to those of greater complexity. We will have some analytical exercises to isolate and emphasize specific analytic points and essential skills. Cases and readings should help you to integrate the analysis and to develop intuition about related and possibly more personally relevant situations.</p>	3
EI221	<p>Public Finance</p> <p>The main aim of the course is to overview the students with the political background and the government dealings, which is extremely important for business graduates to learn. Also it enables each student/citizen to know the government management system and citizens' rights in taking part in the decision making process.</p>	3
EX404	<p>Cultural Affairs</p> <p>Develop student skills in:</p> <ol style="list-style-type: none"> 1-understanding the link between culture & civilization. 2-understanding countries habits and norms and perceiving the difference. 3- The effect of culture over economic & business life. 4-studying contemporary global issues in which the student can know the quality of these issues and its relationship with specific historical roots. 	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	Credit Hours
LH 607	Francais des Affaires Develop and refresh the language skills of students who studied French as a first and second language during their school years. Because of the moderate lexical and grammatical progression this course will facilitate the reactivation of previously acquired language skills and enable the students to master rapidly basic professional language skills through a lively and utilitarian language practice. This course also aims at providing the students with some cultural knowledge about French speaking countries	3
EI 301	International Trade Introduce students to international trade and introduce international theories and laws	3
EX403	Contemporary managerial & economic issues provide a critical perspective to many aspects and frontiers of current socio-economic issues. On the theoretical side, it integrates the tools of economic analysis and principals of T.Q.M more closely with governments' framework. On the empirical side, the most exciting feature, is bringing the widespread applications into sharp focus through seminars, video materials and visiting sites.	3
EI501	Money and Banking Introduce students to Identify types of money ,explain the banking system and Introduce the functions of money	3
EX405	Political Science This course exposes students to contemporary and relevant information about the ever changing world of politics	3
EI421	Economic Development The course examines the concepts of growth and sustainable development. It also lags special emphasis on many empirical studies to give insight into how the global economy operates	3
EI411	Tax Systems Introduce to students what does the concept of tax means beside identifying the different types of taxation., tax policies and how to put these policies into effect in order to achieve the socioeconomic goals of the society.	3

Courses Marketing Major

DETAILED STRUCTURE

Course Code: Ex404

Course Title: Cultural Affairs

Credit Hours: 3

Course Description:

Developing student's perception toward understanding the meaning of culture and phases and its relationship with the element of civilization so that the student understands at the end of the course different cultures and its relationship with business and economics

Course Objectives:

This course aims to develop student skills in:

- Understanding the link between culture & civilization.
- Understanding countries habits and norms and perceiving the difference.
- The effect of culture over economic & business life.
- Studying contemporary global issues in which the student can know the quality of these issues and its relationship with specific historical roots.

Course Content:

■ **Defining the meaning of culture & its relationship with civilization development**

- Understanding the concept of civilization
- How civilization create different cultural concepts
- The effect of values and habits in building civilization based on different thoughts

Arabian culture

- Arabian culture from the prospective of values, habits and social interaction
- The roots of Arabian culture and its phases on all decades
- Arabian cultures and religions
- Sorts of differences and the effect of religions on cultures

The effect of Arabian culture on European culture

- The entrance of Islam in western countries and its effect on literature & Science
- The effect of Islam on countries civilization through scientists and thinkers

Case studies

- Cultural differences and communication means in globalization
- The effect of progress in media in transmitting
- Cultures toward each others

Civilization of different cultures

- Japan and China two countries with different unique cultures
- The effect of collectivisms in Japanese economics and business life

The effect of culture on development of civilizations

- The effect of habits & norms on the progress of some civilizations
- Case studies (America & east of Asia)

Cultural effects on all fields of life

- The effect of culture on economic life and business performance
- Tracing the effect of culture on all walks of life

Investing capital & how does it effect the level of individualism

- Case studies from Japan & US

Course: *Detailed Structure*

New decades & its cultural elements

- Tracing cultural development in new decades through studying the change from the point of view of reality

The challenges meet Egypt as a country has civilization and special culture

- Challenges of business & its practicing with western & eastern countries.
- The effect of culture difference & the ability of facing these challenges.

The Egyptian role in middle east

- The effect of the Egyptian culture in generic on the Arabic countries & neighborhood countries

Case studies

- Highlighting the thinking of business and its effect on the historical & cultural field

The Arabic identity

- The Arabic identity & effect of its creditability

The final exam

Prerequisites: None

Course: *Detailed Structure*

Course Code: EA211

Course Title: Principles of Marketing

Credit Hours: 3

Course Description:

This introductory course exposes students to nature and scope of marketing, marketing systems, the marketing environment, definition of market, market segmentation and buyer's behavior. Furthermore, students shall be exposed to product development, pricing, promotion and basic distribution strategies and more importantly the application of these topics to the Egyptian environment and market.

Course Objectives:

- Understand the definition, nature and scope of marketing.
- Acquire a full understanding about marketing strategy, environment and process.
- Exposure to product, service and branding strategies.
- Acquire knowledge about pricing, promotion and distribution approaches and strategies.
- Exposure to contemporary issues in marketing.

Course Content:

■ **Marketing: Managing profitable customer relationship**

- What is marketing
- Understanding the marketplace and consumers needs
- Designing a value driven marketing strategy
- Preparing a marketing plan and program
- Building customer relationships
- Capturing value from customers
- The new marketing landscape
- What is marketing? Pulling it all together

■ **Company and marketing strategy: partnering to build customer relationship**

- Companywide strategic planning: defining marketing's role
- Planning marketing: partnering to build customer relationship
- Marketing strategy and the marketing mix
- Managing the marketing effort
- Measuring and managing the return on marketing

■ **The marketing environment**

- The company's micro environment
- The company's macro environment
- Responding to the marketing environment
- Responding to the marketing environment
- Assessing marketing information needs
- Developing marketing information
- Marketing information
- Analyzing marketing information
- Distributing and using marketing information
- Other marketing information considerations

■ **Segmentation, targeting and positioning: building the right relationships with the right customers**

- Market segmentation
- Target marketing
- Positioning for competitive advantage

Course: *Detailed Structure*

Course Content (Cont.) :

■ Product, service and branding strategy

- What is a product
- Product and service decisions
- Branding strategy: building strong brands
- Service marketing
- Additional product considerations

■ New product development and product life cycle strategies

- New product development strategy
- Product life cycle strategies

■ Pricing products: pricing considerations and approaches

- What is a price
- Factors to consider when setting prices
- General prices approaches

■ Integrated marketing communications strategy

- The marketing communications mix
- Integrated marketing communications
- A view of the communication process
- Steps in developing effective communication
- Setting the total promotion budget and mix
- Socially responsible marketing communication

■ marketing in the digital age

- Major forces shaping the digital age
- Digitalization and connectivity
- Marketing strategy in the digital age
- E- marketing domains
- Conducting E- commerce
- The promise and challenges of E-commerce

Prerequisites: **A121.**

Course: *Detailed Structure*

Course Code: LH 607

Course Title: Francais des Affaires

Credit Hours: 3

Course Description:

This course aims at refreshing the language skills of students who studied French as a first and second language during their school years. Because of the moderate lexical and grammatical progression this course will facilitate the reactivation of previously acquired language skills and enable the students to master rapidly basic professional language skills through a lively and utilitarian language practice. This course also aims at providing the students with some cultural knowledge about French speaking countries.

Course Objectives:

By the end of this course students should be able to respond correctly in social and professional situations. They should be able to understand most common business documents and communicate orally with french speakers in authentic professional and paraprofessional matters

Course Content:

■ Introduction

- Evaluation des connaissances en français des étudiants
- Se présenter. Saluer.
- Grammaire : v. être , avoir, v. réguliers, articles
- Socially responsible marketing communication

■ Parler de soi

- Parler de sa famille , de son travail , de ses loisirs
- Les entreprises françaises.
- Grammaire : v. pronominaux, adj.possessifs, mots interrogatifs

■ A l'hôtel

- Réserver une chambre.
- Demander des renseignements sur l'hôtel.
- Organiser une conférence dans un hôtel.
- Grammaire : v.attendre, prendre

■ Un voyage d'affaires

- Parler d'un programme de voyage, parler des horaires, des dates
- B. Remplir un exemplaire de visa.
- Parler des congés en France.
- Grammaire : v. pouvoir, vouloir, venir, partir

■ Voyager en train et en avion

- Comprendre un tableau horaire.
- S.N.C.F. et Air France.
- Grammaire : v.faire , la négation

■ Louer un logement

- Situer, décrire un appartement, donner les directions.
- Les français à table.
- Notions de savoir vivre

■ Au restaurant

- Choisir un restaurant.
- Commander au restaurant
- Grammaire : le passé composé

■ Payer par chèque et par carte de crédit.

- Utiliser des chèques de voyage, Utiliser un DAB
- Grammaire : le futur proche. Révision du passé composé

Faire des achats

- Faire du shopping dans un grand magasin
- Faire les courses dans un supermarché.
- Grammaire : l'impératif.

En voiture.

- Conduire en France.
- Passer la douane.
- Louer une voiture.

Téléphoner

- Répondre au téléphone.
- Prendre rendez vous.
- Passer une commande.
- Comprendre un message sur répondeur.
- Sites touristiques en France.

Prerequisites: Having studied French as a first or second language during school years

Course: *Detailed Structure*

Course Code: EI 312

Course Title: International Trade

Credit Hours: 3

Course Description:

Introducing international economics through highlighting on international trade and international economics theories and policies

Course Objectives:

- Introduce the importance and problems that face international trade
- Introduce different trade policies
- The relationship between international trade and economic growth

Course Content:

Introduction

- The importance of international economics
- International trade and the nation's standard of living
- The subject matter of international economics
- Purpose of international economics theories and policies
- Current international economics problems

International Trade Theory

- Trade based on absolute advantage (Adam Smith)
- The law of comparative costs (comparative advantage by David Ricardo)
- Comparative advantage and opportunity costs

Life cycle theory

- Life cycle theory
- Inter-and Intra-industry trade

Balance of payments

- Balance of payments - definition and components

Foreign exchange markets and exchange rates

- Foreign exchange markets and exchange rates exchange rates determination

Standard Theory of International Trade

- Production frontier with increasing costs
- Community indifference curve
- Demand and supply, Offer curve and the terms of trade

The Heckscher-Ohlin Theory

- Assumptions of the theory
- Factor intensity, factor abundance and the shapes of the production frontier

Economic growth and international trade

- Economies of scale, imperfect competition and international trade
- Growth and trade - cases about both small and large countries

Course: *Detailed Structure*

Tariffs

- Trade Protections - Tariffs
- Nontariff trade barriers and the new protectionism

Economic Integration

- customs unions and free trade areas

International Trade and economic development

- The importance of international trade to economic development
- International resource movements and multinational corporations

Life cycle theory

- Life cycle theory
- Inter-and Intra-industry trade

Balance of payments

- Balance of payments - definition and components

Foreign exchange markets and exchange rates

- Foreign exchange markets and exchange rates
- Exchange rates determination

Open-economy macroeconomics

- Price adjustment mechanism with flexible and fixed exchange rates
- Income adjustment mechanism
- Open-economy macroeconomics - adjustment policies
- price and output in an open-economy - aggregate demand and aggregate supply

The international monetary system

- Flexible versus Fixed exchange rates
- The international monetary system - past, present and future

Prerequisites: I111, I121, I211

Course: *Detailed Structure*

Course Code: EX403

Course Title: Contemporary managerial & economic issues

Credit Hours: 3

Course Description:

This course introduces the students to the major economic and social problems that faces the society on the local and international level and helps them to analyze those problems.

Course Objectives:

The main purpose behind this course is to provide a critical perspective to many aspects and frontiers of current socio-economic issues. On the theoretical side, it integrates the tools of economic analysis and principals of T.Q.M more closely with governments' framework. On the empirical side, the most exciting feature, is bringing the widespread applications into sharp focus through seminars, video materials and visiting sites.

Course Content:

- **The trade of growth: equity, stability and legal institutions.**

- Microeconomic equilibrium
- Macroeconomic equilibrium

- **The trade of growth: equity, stability and legal institutions**

- Definition of GNP
- GNP Gap
- Difference between inflation and recession
- Political equilibrium
- Social equilibrium

- **The position of the Egyptian economy among Arab and African countries**

- The position of the Egyptian economy among Arab and African countries in terms of corruption, education, literacy, growth of GNP, growth of population

- **Business Ethics**

- Definition of culture & norms & difference between them
- Determinants of culture
- Definition of values
- Social stratification

- **Stagnation of national culture**

- Definition of national culture
- Is there a need for refinement, refashioning or renovation?

- **The extent of foreign investments on political economy**

- Business merging
- Equilibrium in the long term

- **The middle-eastern community market and the positive impact of globalization**

- The global retail market
- Advantages and disadvantages of globalization
- Globalization of markets
- Globalization of production
- FDI and international trade
- How can the middle-eastern community benefit from globalization

- **Managing crises by recent techniques**

- What is meant by a crisis?
- Techniques used to manage crisis

- **The sense of national security**

- Broad and narrow definitions of national security.
- Conditions necessary for having national security:
- Legislative power, executive power, justice
- sources of legislative power

- **Morals and social values**

- Definition of morals and social values
- Anti-traditional criticism for future view

- **The inevitability of change, and the ideological drafting to what's after novelty.**
 - What's meant by novelty?
 - Reasons for change
- **Ingenuity and secularism – fundamentals and obstacles**
 - Fundamentals of ingenuity and secularism
 - Obstacles facing secularism and ingenuity
- **Promoting environmental education, through sensation of fine arts and music**
 - How to promote environmental education? Through sensation of fine arts and music
- **The role of non-governmental agencies in re-qualifying the handicapped citizens and activate the national perception of human rights.**
 - Methods that non-governmental agencies have in achieving its goals: Public relations, consulting, project management
 - sources of funding NGO
 - Obstacles facing secularism and ingenuity

Prerequisites: None

Course: *Detailed Structure*

Course Code: EI311

Course Title: Money and banking

Credit Hours: 3

Course Description:

This course represents an introduction to the major aspects of money market & the banking system

Course Objectives:

- Identify types of money
- Explain the banking system.
- Introduce the functions of money

Course Content:

- **Introduction**
 - Money, Banking and financial markets.
- **key elements in the economy:**
 - Money
 - Interest rates.
 - Banks
- **Money, its nature, functions and evolution**
 - Functions of money:
 - Medium of exchange
 - Standard of value
 - Store of value
 - Evolution of money
 - Money, wealth and income.
 - Types of Software Packages
 - Programming Language
- **Financial intermediaries**
 - Classifications of financial intermediaries:
 - Depository institutions
 - Contractual saving institutions
 - Investment intermediaries
- **International monetary system**
 - The evolution of international monetary system
 - The gold standard: gold and international reserves and consumer price level.
 - The gold exchange standard.
- **Portfolios**
 - Definition of portfolios
 - The nature of risk
 - Types of risk
- **The foreign exchange markets**
 - Fixed exchange rates
 - Floating exchange rates.
- **The creation of money**
 - Money supply theory
 - Currency creation
- **Stocks, Bonds and financial institutions**
 - Difference between stocks and bonds.
 - Equity verses debt.
- **Exchange rates and balance of payments.**
 - Foreign exchange trading.
 - The difference between forward and spot exchange rate.
 - The balance of payments account.
- **Interest rates**
 - compound interest:
 - Interest rates and discount rates.
 - Real and nominal rates
 - Why interest rates differ?
 - The liquidity attributes.
- **Asset markets**
 - Real and financial assets
 - The main features of asset markets.

Prerequisites: I201

Course: *Detailed Structure*

Course Code: EX405

Course Title: Political Science

Credit Hours: 3

Course Description:

This course exposes students to contemporary and relevant information about the ever changing world of politics

Course Objectives:

This course provides an understanding in the following topics

Course Content:

- **A science of politics**
 - The three faces of legitimacy
 - Political power
 - Is politics a science
 - Changing political science
 - The importance of theory
- **Nations, states and governments**
 - The notion of nation
 - Government: what it is and what it does
- **Democracy, totalitarianism and authoritarianism**
 - Modern democracy
 - Totalitarian government
 - Authoritarianism
- **Democracy in practice**
 - Two theories: elitism and pluralism
 - Who rules America
 - Plural elites: a synthesis
- **Political ideologies**
 - What is ideology
 - The major ideologies
 - Ideology in our day
 - Is ideology finished
 - **Political culture**
 - The environment of government: political culture
 - The decay of political culture
 - Political socialization
 - **Public opinion**
 - The role of public opinion
 - Public opinion rolls
 - American opinion
- **Political communication and the media**
 - Communication in politics
 - The giant: television
 - Are we poorly served
- **Interest groups**
 - What is an interest groups
 - Effective interest groups
 - Strategies of interest groups
 - Interest groups: as an evaluation
- **Political parties and party systems**
 - Functions of parties
 - Types of political parties
 - Recruitment and financing
 - Party systems
- **the basic structures of government**
 - What is a political institutions
 - Monarchy or republic
 - Unitary of a federal systems
 - Electoral systems
- **Administration and bureaucracy**
 - What is bureaucracy
 - Role of bureaucracy in modern governments
 - The trouble with bureaucracy
- **Public policy**
 - What is policy
 - Economic policy
 - Who's entitled to what
- **Violence and revolution**
 - System breakdown
 - Revolutions
 - After the revolutions

Prerequisites: non

Course: *Detailed Structure*

Course Code: EI411

Course Title: Tax Systems

Credit Hours: 3

Course Description:

This course aims at making the students familiar with the meaning of the tax system as a whole and what does the concept of tax means beside identifying the different types of taxation.

Course Objectives:

Is to introduce the students to a general understanding tax systems, tax policies and how to put these policies into effect in order to achieve the socioeconomic goals of the society.

Course Content:

- **principles of an ideal tax**
 - 4 canons of taxation
 - Principles of an ideal tax
 - Major elements of tax structure
- **classifications of tax**
 - Different ways classifying taxes
 - Tax base
 - Concepts of the tax systems
 - Elements of the tax structure
 - Problem and aim of taxation
 - Components of tax structure
- **Taxation and income distribution**
 - Explanation of the tax incidence
 - How taxes affect the distribution of income
 - General remarks
 - Partial equilibrium model
 - General equilibrium model
 - Harberger assumptions
 - Alternative market structure
- **Taxation and efficiency Introduction**
 - Excess burden defined
 - General remarks on excess burden
- **Taxation and efficiency**
 - Pre-existing distortion (theory of 2nd best)
 - The excess burden of a subsidy
 - The excess burden of income taxation
- **Efficient and equitable taxation**
 - Optimal commodity taxation
 - Equity considerations
 - Optimal user fees
- **Efficient and equitable taxation Natural monopoly Research Writing in General**
 - Tax evasion
 - Tax avoidance
 - Physic cost of cheating
 - Risk aversion
- **Tax shifting**
 - How to finance government expenditures
 - Direct taxes and income distribution effects
 - Indirect taxes and excess burden
 - Negative and positive effects of imposing a tax
 - Excess burden and elasticity of demand
 - Taxes on producer
 - Taxes on consumer
 - Shapes of demand
 - Shapes of supply
 - Extreme cases
 - Degree of competition
 - Different kinds of taxation

Prerequisites: None

Course: *Detailed Structure*

Course Code: EA311

Course Title: Human Resources Management

Credit Hours: 3

Course Description:

To provide an overview of the field of human resource management as a major function of business, its importance, its functions and role in today's organization

Course Objectives:

Introduce the students to the field of human resource management, how to avoid committing management malpractice

Course Content:

- **The strategic role of human resource management**
 - The manager's human resource management jobs
 - The challenging environment of HR management
 - Measuring HR 's contribution
- **Strategic human resource management and HR scorecard**
 - The strategic management process
 - Types of strategic planning
 - Achieving strategic fit
 - The nature of job analysis
 - Methods of collecting job analysis information
- **Job analysis**
 - Writing job description
 - Writing job specification
 - Job analysis in a jobless world
 -
- **Personnel planning and recruiting**
 - Planning and forecasting
 - Effective recruiting
 - Internal sources of candidates
 - Outside sources of candidates
 - Recruiting a more diverse workforce
- **Training and development**
 - Basic concepts in performance appraisal and performance management
 - An introduction to appraising performance
 - Performance appraisal and joint venture collaboration
 - Appraising performance: problems and solutions
 - The appraisal interview
- **Establishing strategic pay plans**
 - Determine pay rates
 - Establishing pay rates
 - Pricing managerial and professional jobs
 - Competency based pay
 - Other competency trends
- **Managing global human resources**
 - HR and Internationalization of business
 - Global differences and similarities
 - How to implement a global HR system
 - Staffing the global organization

Prerequisites: EA302

Course: *Detailed Structure*

Course Code: EA121

Course Title: Principles of Management 2

Credit Hours: 3

Course Description:

This course introduces the contemporary approaches to management. It provides a strong background on the main management functions from a practical point of view and establishes a distinctive emphasis on the manager's skills required to cope with today's changing environment.

Course Objectives:

- To offer a strong practical focus and cover the latest research studies in contemporary management.
- To help students build analytical, diagnostic, team-building, and writing skills by getting them engaged in real life cases and experiential exercises.

Course Content:

- **Managers and Management**
 - Overview of Management
 - Management Levels
 - General managers' skills
 - Specific managers' skills
 - Managers' roles
- **Managing in Today's World**
 - Difference between past and modern economy
 - Forces affecting organizations and management to change
- **Foundations of Planning**
 - Importance of planning
 - Difference between formal and informal planning
 - Criticism of formal planning
 - Different types of plans
- **Foundations of Decision Making**
 - Management by objectives
 - Strategic management
 - Process
 - SWOT analysis
- **Basic Organization Designs**
 - Overview of organization design
 - Main elements of organization design
 - Different forms of organization designs
- **Managing Change and Innovation**
 - Difference between creativity and innovation
 - Notion of change
 - Types of change
- **Understanding Work Teams**
 - Difference between groups and teams
 - The widespread practice of teams
 - Formation of teams
- **Leadership and Trust**
 - Overview of leadership
 - The need for leadership
 - Different styles of leadership
- **Foundations of Control**
 - Importance of control
 - Different types of control
 - How to have an effective control

Prerequisites: EA111

Credit Hours: 3

Course Description:

The course explores the nature of organizations and organization theory today. Identifying the nature of organizational technologies and the relationship between technology and organization structure. Moreover, integrating the concepts and models from organizational theory with changes events from the real world to provide the most up-to-date view of organization design available.

Course Objectives:

Describe the concepts of organizational and organizational theory.

- Explain and evaluate the external environment of any organization.
- Describe the type of technologies in organization.
- Differentiate among manufacture, service and advanced in formation technology.
- Explain the effect of size, growth, lifecycle on organizational design
- Explain the basis for designing organization structure.
- Explain and evaluate the inter group relations and conflict and its impact on organization

Course Content:

- **Introduction To Organizations**
 - Define what is an organization.
 - Define why it is important to study O.D
 - Explain the organizations as systems
 - Define the closed system.
 - Define the open system
 - Define the dimensions of the organization
 - Explain the difference between structural dimensions and contextual dimensions.
 - Describe structural dimensions
 - Describe contextual dimensions
 - Describe the history of the organizations
 - Describe the paradigm shift
 - Describe the contingency and models in organizations theory
 - Define the multiple perspective in organization theory
- **The external Environment**
 - Identify the organizational domain
 - Identify the organizational sectors
 - Explain the impact of task environment on organizations
 - Explain the impact of general environment on organizations
 - Explain the impact of international context on organizations
 - Describe the environmental uncertainty dimensions
 - Describe and explain the simple-complex dimensions
 - Describe and explain the stable-unstable dimensions
- **Strategy, Organization Design and Effectiveness**
 - The role of strategic direction in organization design
 - Organization purpose
 - mission
 - Operative goals
 - Importance of goals
- **Strategy, org Design and Effectiveness**
 - Assessing organizational Effectiveness
 - Contingency Effectiveness Approaches
 - Integrated effectiveness model
- **The external Environment**
 - Explain how the organization can deal with the external environment through:
 - -position departments
 - -Buffering and boundary spanning
 - -Differentiation and integration roles.
 - -Organic versus mechanistic management process.
 - Describe the environmental uncertainty dimensions
 - Describe and explain the simple-complex dimensions
 - Describe and explain the stable-unstable dimensions
- **Manufacturing, Service and advanced technology**
 - Define the organization level of technology
 - Differentiate between manufacturing firms and service firms
 - Explain the idea of traditional

- **Organization Size**
 - Define the organization size
 - Explain why organization need to grow
 - Compare between large size and small size of organizations
 - Explain the relationship between organization size and bureaucracy
- **Organization growth, life cycle**
 - Describe the relationship between the size and the size and the structural characteristics through:
 - -Formalization
 - -Decentralization
 - -Complexity
 - -Personnel Ratios
 - Describe the organizational life cycle
 - Describe the stages of organization life cycle development
 - Describe the organizational characteristics during the life cycle
 - Define the organizational decline
 - Define the organizational downsizing
- **Designing organization structures**
 - Define the meaning of organization structure
 - Explain how the components of organization structure work
 - Define the level of hierarchy
 - Define the system of communication in organizations and how it works
 - Explain the information processing perspective on structure
 - linkages
- **Decision making process**
 - Describe the organization design alternatives
 - Define the work activities
 - Define the reporting relationships
 - Define the functional design and its advantages
 - Describe product, geographical, hybrid, and matrix structures
 - Describe when it is appropriate to use any of these designs and why?
- **Integrating Relations and conflicts**
 - Define what is intergroup conflict
 - Define and describe horizontal conflict in organizations
 - Define and describe vertical conflict in organizations
 - Describe factors that affect the horizontal conflicts
 - Describe the techniques for managing conflicts among groups

Prerequisites: A212

Course: *Detailed Structure*

Course Code: EA421

Course Title: Strategic Management

Credit Hours: 3

Course Description:

The course examines the set of decisions and actions that result in the formulation and implementation of plans designed to achieve a company's objectives. It comprises many tasks that would help in dealing effectively with everything that affects the growth and profitability of a firm

Course Objectives:

The course comprises nine critical tasks:

- formulate the company's mission, including broad statements about its purposes, philosophy and goals
- conduct an analysis that reflects the company's internal conditions and capabilities
- Assess the company's external environment
- Analyse the company's options by matching its resources with the external environment.
- Identify the most desirable options by evaluating each option in light of the company's mission
- Select long term objectives and grand strategies that will achieve the most desirable options.
- implement the strategic choices by means of budgeted resources allocations in which the matching of tasks, people, structures, technologies and reward systems.

Course Content:

- **Introduction to Strategic management**
 - Define what is Strategic management.
 - Define why it is important to study Strategic management
 - Explain strategic management model
 - Explain strategic management process
- **company's mission and social responsibility**
 - Explain agency strategy
 - Explain CSR's effect on the mission Statement
 - Explain the remote environment:
 - Economic factor
 - Social factors
 - Political factors
 - Technological factors
- **The external Environment**
 - Industry environment
 - Explain how competitive forces shape strategy
 - Contending forces
 - Threat of entry
 - Powerful suppliers
 - Powerful buyers
 - Substitute products
- **External Environment**
 - Explain industry analysis and competitive analysis
 - Explain the operating environment
- **Formulating long term objectives**
 - Explain long term objectives
 - Profitability
 - Productivity
 - Competitive position
 - Employee development
 - Employee relations
 - Technological leadership
- **Generic strategies and grand strategies**
 - **Different strategies**
- **Strategic Analysis and choice**
 - Rationalizing diversification and integration
 - Value building in multi national companies
- **BCG's Strategic Environments matrix**
 - Behavioral considerations affecting strategic Choice

- **Implementing strategy through short-term objectives**
 - Executive bonus compensation plans
 - Matching bonus plans and corporate goals
- **Implementing strategies through short-term objectives**
 - Creating policies that empower
 - Empowering creative personnel
- **implementing strategy structure and leadership**
 - Structure and effective organization
 - Organizational leadership
 - Organizational culture
- **Prerequisites: EA121**

Course: *Detailed Structure*

Course Code: EA111

Course Title: Principles of Management

Credit Hours: 3

Course Description:

Provide fundamental working knowledge about every aspect of businesses and the environment in which business prospers

Course Objectives:

To provide a sound foundation for understanding the key issues in the field of management

Course Content:

- **Understanding the Business Environment**
 - The concept of business and the concept of profit
 - The economics of a market system
 - Understanding economic performance
- **conducting business ethically and responsibly**
 - Ethics in the workplace
 - Social responsibility
 - Areas fostering social responsibility programs
- **understanding entrepreneurship and business ownership**
 - What is a small business
 - Starting and operating the small business
 - Franchising
 - Success and failure in small business
 - Non corporate business ownership
 -
- **understanding global context of business**
 - The risk of international business
 - International business management
- **motivating, staffing and leading employees**
 - Psychological contracts in organizations
 - The importance of satisfaction and morale
 - Motivation in the workplace
- **Organizing business enterprise**
 - Strategies for enhancing job satisfaction and morale
- **Managing human resources and labor relations**
 - The foundations of human resource management
 - Staffing the organization
 - Developing the work force
 - Compensation and benefits
 - The legal context of HR management
 - New challenges in changing workplace
 - Dealing with organized labor

Prerequisites: none

Course: *Detailed Structure*

Course Code: EA212

Course Title: Organization Behavior

Credit Hours: 3

Course Description:

The course examines the concept of behavior of people as members of organizations. It focuses on theories and applications that help people in dealing with others. This course introduces the necessary knowledge for effective organizational interpersonal interaction.

Course Objectives:

- Explain the concept of perception inside work setting
- Explain the learning theories on people behavior
- Describe the motivation theories and their impact on employees behavior

Course Content:

- **Introduction To O.B**
 - Define what is organization behavior
 - Define why it is important to study O.B
 - Describe the level of analysis in organizations
 - Describe general over view about the historical background of organizations behavior
- **Basic Features of perception**
 - Define The meaning of perception
 - Describe the basic features of perception
 - The social perception
 - Describe attribution
 - Describe the social cognition
- **Social perception**
 - Describe and define the errors in social perception
 - Describe and explain the relationship between perception and o.B through:
 - job interview
 - Performance evaluation
 - dealing with conflict
- **theories of learning**
 - Define what is learning process
 - Explain the theory of learning
 - Describe the classical conditioning theory
 - Describe the operant conditioning
 - Describe the observational learning
 - Explain how you can use each theory in reality if you are a manager
- **Enhancing desirable behavior through learning**
 - Describe how to reinforce the desirable behavior through:
 - Schedules of reinforcement
 - O.B modification
 - -Training
 - Describe and explain how to eliminate the undesirable behaviors
 - Explain what makes punishment effective.
- **Personality and organizational behavior**
 - Define the personality aspects
 - 2-Explain the relationship between personality and organizational behavior
 - Explain the work related aspects of personality
 - *Type A and B personality
 - *Mac personality
 - *Locus of control
 - *Self-Monitoring
 - *Self-Efficacy
 - *Self-Esteem
- **Attitude**
 - Describe and define the nature of attitude
 - Explain the belief, affection and intention
 - Explain how to change attitude and values through:
 - *Persuasion
 - *Cognitive dissonance

Course: *Detailed Structure*

- Describe the person's attitude towards his job
- Explain how prevalent is job satisfaction
- Explain how to measure job satisfaction

- **Technique for enhancing motivation**

- Describe techniques for enhancing motivation
- Explain the goal setting
- Explain how to create motivational jobs through the job design

- **Team Work**

- Define what is a group
- Describe the variety of groups in organizations
- Describe the group cohesiveness
- Describe the type of teams
- Describe the five stages of group development
- Describe the nature of conflict among groups
- Describe the causes and resolutions for conflict among groups

Prerequisites: EA121

Course: *Detailed Structure*

Course Code: EA222

Course Title: Research methodology

Credit Hours: 3

Course Description:

This course will present the basic methods in making researches in a way to help students to know the information about the nature of researchers, the scope of the research in business administration, how to design research, how to collect, summarize, and analyze data and write a final report

Course Objectives:

- Describe the nature of research and how to choose your project data
- Explain the process of designing research
- Explain the sample concept and how to collect data from the field
- Evaluate the student skills to do their own research with real sample

Course Content:

- **Introduction to research**
 - What is a research?
 - Business research
 - Types of business research
 - Managers and research
 - The manager and the consultant researcher
 - Internal versus external researchers
 - Knowledge about consultant researcher and managerial effectiveness
 - Ethics and business research
- **Scientific Investigation**
 - The Hallmarks of scientific research
 - Some obstacles to conducting in scientific research in the management area
 - The building blocks of science deduction and induction
 - The hypothetic deductive method
- **The research process**
 - The research process for applied and basic research
 - Broad problem area
 - Data Collection
 - Literature survey
 - Problem definition
- **The research process**
 - The need for theoretical framework
 - Variables
 - Theoretical framework
- **The research process steps 4 to 5**
 - Hypothesis development
 - Hypothesis testing
- **The research process. Step 6**
 - The research design
 - The purpose of the study
 - Study analysis
 - Types of investigation
 - Study settings
 - Unit of analysis
 - Time horizons
- **Experimental Design**
 - The laboratory experiments and field experiments
 - Manipulation of independent variables
 - Validity(internal and external)
 - Field experiment
 - Simulation
- **Measurements of variables. Operational definition and scales**
 - Measurements of variables
 - Operational definition
 - Four types of scales
 - International dimensions
- **Measurement Scaling, reliability and validity**
 - Scaling techniques frequently used
 - Rating scale
 - Ranking scale
 - Goodness of measure (reliability and validity)

- **Data collection methods**
 - Sources of data
 - Primary sources of data
 - Secondary sources of data
 - Data collection methods (interviews, questionnaires and other methods)
 - Multi methods of data collection
 - Ethics in data collection
- **Sampling**
 - Population, elements, population frame, sample, subject, sampling
 - Reasons for sampling
 - Representatives of the sample
 - Profitability sampling
 - Non-profitability sampling
- **Data analysis(SPSS) and interpretation**
 - Getting data ready for analysis
 - Data analysis
 - Data analysis and interpretation

Prerequisites: EA212

Course: *Detailed Structure*

Course Code: EA428

Course Title: Advanced Studies in Marketing

Credit Hours: 3

Course Description:

This course is the final course in the major before the students graduate, thus they should have a good background about the marketing classics and the new marketing trends in the market. In this course the students are required by their finals to hand in their researches (small thesis) about the marketing topic they choose

Course Objectives:

The Course has 2 main objectives;

- Exposure, Discussion and Analysis of basic classical and contemporary marketing articles by various marketing scholars/masters.
- Focusing on contemporary trends in marketing and testing their applicability or usefulness in the Egyptian market.

Course Content:

- **Article 1; Marketing as Exchange by Richard Bagozzi**
 - Types of exchange
 - The media of exchange
 - The meaning of exchange
 - Social marketing
- **The Globalization of Markets by Theodore Levitt**
 - Living in the republic of technology
 - Vindication of the Model T
 - The Hedgehog knows
 - Economies of scope
 - A failure in global imagination
- **Project follow up**
 - A pre-presentation of all students group project
- **The effects of physical surroundings by El Said & Farrag**
 - Situational Influence
 - Types of situational influence
 - Physical surroundings
 - Social surroundings
 - Temporal perspective
 - Task definition
 - Situationalism in consumer behavior
- **High Performance Marketing by Jagdeth sheth**
 - The trouble with marketing
 - High performance organizations
 - High performance marketing
- **A different Approach to develop new products by Robert brass**
 - Product development
 - Approaches for developing new products
- **Mind your price cues by Eric Anderson**
 - Importance of pricing
 - How price affects consumer decisions
 - Price awareness

Prerequisites: EA326

Course: *Detailed Structure*

Course Code: EA315

Course Title: Consumer Behavior

Credit Hours: 3

Course Description:

This course introduces the latest and best thinking by some very bright scientists who develop models and studies of consumer behaviour. It goes beyond studying the act of buying where having and being are also considered important. It also includes the interrelationships between the individual consumer and his or her social realities.

Course Objectives:

- Describe the field of Consumer Behavior and emphasize its crucial impact on the practice of marketing and performance of business organizations.
- - Explain the internal and external factors affecting the ongoing consumer behavior process.
- Help students analyze different cases as marketing practitioners and introduce different effective approaches to influence consumer behavior

Course Content:

- **An Introduction to Consumer Behavior**
 - Overview of the field of consumer behavior
 - How do consumers look like in the market place?
 - Types of relationships a person might have with a product
 - Consumption activities
 - Marketing ethics and public policy
 - The dark side of consumer behavior
 - Paradigm shift (positivism &interpretivism)
- **Personality and lifestyle**
 - I Motivational conflict
 - Consumer involvement
 - Values
 - Freudian theories and neo – Freudian theories
 - Trait theories
 - Brands versus products
 - Brand Personality
 - Lifestyle and Psychographics
- **Perception**
 - Difference between perception and sensations
 - Exposure to marketing messages
 - Attention to marketing messages
 - Interpretation to marketing messages
- **Buying and Disposing**
 - Situational effects on consumer behavior
 - The purchase environment
 - Product disposal options
- **Learning and Memory**
 - Direct and indirect learning
 - Behavioral learning theories
- **Group Influence and Opinion Leaders**
 - Types of reference groups
 - Types of social influence
 - Identifying opinion leaders
 - Word of mouth communication
- **Motivation and Values**
 - Schedules of reinforcement
 - Cognitive learning theory
 - Needs and wants
 - Motivational tension
- **Cultural influences on consumer Behavior**
 - Cultural influences on consumer behavior
 - Myths and rituals
- **Presentation**
- **The Creation and Diffusion of Consumer Culture**
 - The creation of culture
 - The diffusion of innovations
 - High culture and popular culture
- **Prerequisites: EA326**

Course Description:

This course examines the Internet as a tool for effective marketing. Students will learn how the Internet has impacted the marketing environment, consumers, and the elements of the marketing mix, and explore implications for a company's marketing plan

Course Objectives:

This course will provide you with a thorough understanding of the principles and practices of using the Internet to market goods and services. It examines the demographics of the Internet and the various business models employed in online marketing, explores techniques and methodologies for conducting online market research and developing competitive intelligence in an organization. In addition, the course details processes for planning and implementing a comprehensive e-marketing strategy using alternative online pricing strategies, Web-based advertising and promotion, and Internet distribution channels; it also considers other critical issues, such as customer acquisition and retention and the challenges faced by firms in the application of e-marketing strategies in global markets

Course Content:**■ E-Marketing in Context**

- Explain the importance of creating an e-marketing plan and present the seven steps in the e-marketing planning process.
- How marketers incorporate information technology in plans for effectively and efficiently achieving e-business objectives such as increasing revenues and slashing costs.

■ E-Marketing Environment: Global Markets

- Gaining understanding of the main country-country differences in internet access, and usage as a foundation for segmenting and targeting specific markets.
- Learning some of the barriers to internet adoption and e-commerce in emerging countries and how these barriers are being addressed.

■ Ethical and Legal Issues

- Explore the ethical issues that e-business face in marketing online
- Learn about the current and emerging issues that cause concern among a variety of stakeholders, including e-business and consumers.

■ E-Marketing Strategy: Marketing Knowledge

- Understanding why and how e-marketers turn marketing research into marketing knowledge .
- Learn about the three categories of internet data sources, consider the ethics of online research.
- Explore key database analysis techniques, and explore the use of knowledge management metrics

■ E-Marketing Strategy: Consumer Behavior

- Develop a general understanding of the online consumer population.
- Explore the context in which online consumer occurs, the characteristics and resources of online consumer and the outcomes of the exchange process

■ Segmentation and Targeting Strategies

- Examine the various bases for market segmentation, the classifications and characteristics of market segments and the main coverage strategies for targeting selected segments

▪ **E-Marketing Management: Product**

- Analyze the development of consumer and business products that capitalize on the internet's properties and technology by delivering online benefits through attributes, branding, support services and labeling

▪ **Differentiation and Positioning Strategies**

- providing an overview of how and why e-marketers use differentiations and positioning
- Learning about the differentiation strategies used online businesses and the bases or positioning or repositioning companies, products and brands on the internet

▪ **E-Marketing Management: Price**

- Explore how internet technology influences pricing strategies.
- Understand both buyers and seller's perspectives of pricing online

▪ **E-Marketing Management: The Internet for Distribution**

Developing understanding o the internet as a distribution channel

▪ **E-Marketing Management: E-Marketing Communication**

- Understanding of the internet as a tool for efficiently and effectively exchanging marketing communication messages between marketers and their audiences

▪ **E-Marketing Management: Customer Relationship Management**

- Learn about the benefits of CRM and the eight building blocks needed for effective and efficient e-marketing CRM

Prerequisites: E A211

Credit Hours: 3

Course Description:

This course introduces the latest and best thinking by some very bright scientists who develop models and studies of consumer behaviour. It goes beyond studying the act of buying where having and being are also considered important. It also includes the interrelationships between the individual consumer and his or her social realities.

Course Objectives:

- Describe the field of Consumer Behavior and emphasize its crucial impact on the practice of marketing and performance of business organizations.
- - Explain the internal and external factors affecting the ongoing consumer behavior process.
- Help students analyze different cases as marketing practitioners and introduce different effective approaches to influence consumer behavior

Course Content:

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- Overview of the field of consumer behavior
- How do consumers look like in the market place?
- Types of relationships a person might have with a product
- Consumption activities
- Marketing ethics and public policy
- The dark side of consumer behavior
- Paradigm shift (positivism &interpretivism)

- **Personality and lifestyle**

- I Motivational conflict
- Consumer involvement
- Values
- Freudian theories and neo – Freudian theories
- Trait theories
- Brands versus products
- Brand Personality
- Lifestyle and Psychographics

- **Perception**

- Difference between perception and sensations
- Exposure to marketing messages
- Attention to marketing messages
- Interpretation to marketing messages

- **Buying and Disposing**

- Situational effects on consumer behavior
- The purchase environment
- Product disposal options

- **Learning and Memory**

- Direct and indirect learning
- Behavioral learning theories

- **Group Influence and Opinion Leaders**

- Types of reference groups
- Types of social influence
- Identifying opinion leaders
- Word of mouth communication

- **Motivation and Values**

- Schedules of reinforcement
- Cognitive learning theory
- Needs and wants
 - Motivational tension

- **Cultural influences on consumer Behavior**

- Cultural influences on consumer behavior
- Myths and rituals

- **Presentation**

- **The Creation and Diffusion of Consumer Culture**

- The creation of culture
- The diffusion of innovations
- High culture and popular culture

Prerequisites: EA326

Credit Hours: 3

Course Description:

This course was given to meet students' needs to know about the contemporary environment problems and practices of international marketing. It continues to dress challenges facing both small exporters and large multinationals.

Course Objectives:

To provide a framework for international marketing and its context in the modern business world.
To give students an understanding of the various facts of international marketing in a systematic and logic form.

Course Content:

- **Why firms go international?**
 - The internationalization of US business.
 - International marketing defined
 - The international marketing task
 - Environmental adaptation needed
 - The self reference criterion and ethnocentrism's major obstacles
 - Developing a global awareness
 - Stages of international marketing involvement.
- **International market entry strategies**
 - Alternative marketing entry strategy
 - Exporting, internet, contractual agreement, direct foreign investment and strategic international alliances.
 - Organizing for global competition , focus of decision, centralized/decentralized organizations.
- **International institutions and economic blocks**
 - Introduction about International institutions and economic blocks
 - Marketing and economic development
 - Stages of economic development
- **Economic environment**
 - Discussing what is meant by economic environment
 - NIC growth factors
 - Information technology and the internet and economic development
- **Cultural environment**
 - Discussing cultural environment
- The elements in cultural environment
 - Cultural knowledge
 - Cultural values
 - Linguistic distance
 - Cultural change
- **Political legal environment**
 - Discussing political legal environments
 - Political parties
 - Nationalism
 - Political risks of global business
 - Assessing political vulnerability
 - Reducing political vulnerability
- **globalization of markets**
 - Breadth and scope of international marketing research
 - Defining the problem and establishing research objectives
 - Problems of availability and use of secondary data
 - Responsibility for conducting marketing research
 - Estimating marketing demand
- **International product strategies**
 - Defining quality.
 - Products and cultures
 - Analyzing product components for adaptation
 - Marketing consumer services globally
 - Brands in international markets

▪ **International pricing strategies**

- Pricing policy
- Pricing escalation
- Counter trade as pricing tools
- Transferring pricing strategy
- Price quotations
- Administered pricing

▪ **International promotion strategies**

- Sales promotions in international markets
- International public relations
- International advertising
- Advertising strategies and goals
- The message: Creative Challenges
- Media planning and analysis
- Campaign execution and advertising agencies
- International control of advertising broader issues

Prerequisites: EA 326

Course Description:

The goal of this course is to introduce students to macro economics concepts and macroeconomic models for analyzing data, as well as the role of the government and its policies with reference to the real world experience.

Course Objectives:

The real focus of macroeconomics is the study of unemployment, business cycles (fluctuations in the economy), growth and inflation. While the macroeconomic theories studies have changed considerably over the past 60 years, macroeconomics focus on those problems has remained. Thus, we'll define macroeconomics as the study of the economy in the aggregate with specific focus on unemployment, inflation, business cycles and growth.

Course Content:

- **Economic problem and opportunity cost**
 - Economic problem
 - Micro vs. Macro Economics
 - Opportunity Cost
- **Economic growth, business cycles, unemployment and inflation**
 - Growth Benefits and costs of growth
 - Unemployment
 - Inflation
- **Economic growth, business cycles, leading indicators**
 - Business cycles
 - Phases of the business cycles
 - Leading indicators
- **Economic growth, business cycles, unemployment and inflation**
 - Measurement of inflation
 - Producer price index
 - Consumer price index
- **National Income Accounting**
 - Gross domestic product (GDP)
 - Gross National product (GNP)
 - Calculating GDP
- **National income accounting**
 - National income accounting:
 - Calculating GDP (income and expenditure approach)
 - Limitations to national income account
- **National income accounting**
 - Calculating GDP: some examples
 - Income approach and expenditure approach
 - Using GDP figures:
 - Comparing GDP among countries
 - Economic welfare overtime

Course Content (Cont.) :

- **Money, Banking and the financial sector**
 - Why is the financial sector important to macro economics?
 - Definition of money
 - Functions of money
- **Money, banking and the financial sector**
 - Banks and the creation of money
 - Banking and goldsmith
 - The money multiplier
- **The modern macroeconomic debate**
 - Macro policy model
 - Activist economies
 - Laisser faire economists
- **Monetary and fiscal policy**
 - The paths through which monetary policy affects exchange rates and the trade balance through which fiscal policy affects exchange rates and the trade balance.

Prerequisites: I111.

Credit Hours: 3

Course Description:

To prepare the students to discuss all aspects of project part

Course Objectives:

To help students in learning how to prepare a feasibility study and how to deal with the different aspects of a certain project

Course Content:

■ **Part one feasibility studies**

- Steps to feasibility studies
- Pre-feasibility studies
- Different researched for the feasibility studies

■ **Financial of Feasibility Studies**

- What are the different financial in the feasibility studies
- What is the use of finance to the feasibility studies

■ **Marketing for feasibility studies I**

- Marketing research for the feasibility studies
- Marketing objectives for the feasibility studies

■ **Marketing for feasibility studies II**

- Marketing strategies for the projects
- Marketing action plan

■ **Financial statements of the feasibility studies**

- What are the financial statements of the feasibility studies
- Balance sheet of the feasibility projects
- Income statement of the feasibility projects

- **Raw materials and supplies of feasibility studies**

- Different kinds of raw materials for the feasibility projects
- Different kinds of supplies for the feasibility projects
- Criteria for choosing supplies for the projects
- Supply program

- **Financial ratios of feasibility studies**

- Different ratios of feasibility studies
- Functions of financial ratios
- Analysis of different ratios

Course Content (Cont.) :

■ **Location, site and environment of feasibility studies**

- What is location selection of the feasibility studies
- Criteria of location selection
- Location analysis
- Site selection

■ **strategic marketing of feasibility studies**

- Competition portfolio of the feasibility studies
- Different kind of markets

■ **Engineering and Technology Macro policy**

- Production program of the feasibility studies
- Selection of equipment
- Maintenance and replacements

■ **Organization and Overhead cost**

- Plant organization and management
- Organizational design
- Overhead costs

■ **Human Resources**

- Categories and functions
- Training plan
- Cost estimates

Prerequisites: A312, I121 .

Credit Hours: 3

Course Description:

To help students in learning how to think globally and how to deal with the different aspects of global business

Course Objectives:

To prepare the students to discuss worldwide aspects of each business function.

Course Content:

- **Introduction to international business**
 - Discussion on: What is International Business
 - Discussion on: Different entities in International Business
- **Globalization**
 - Discussion on: What is Globalization?
 - Discussion on: Pro and anti globalization
 - Discussion on: Different kinds of globalization
 - Discussion on: Anti globalization protests
- **The political economy of FDI. The foreign exchange market.**
 - Applying the political economy of FDI on different multinational organizations.
 - Applying the foreign exchange market on different multinational organizations
- **International Trade Theory. The political economy of international trade**
 - Applying International Trade Theory on different international organizations.
 - Applying the political economy of international trade on different multinational organizations
- **The global capital market. Accounting on the international business**
 - Applying the global capital market on different international organizations.
 - Applying accounting on the international business on different multinational organizations
- **Financial management in the international business.**
 - Applying Financial management in the international business on different multinational organizations
- **Entry strategy and strategic alliances. Global Marketing and R&D**
 - Applying Entry strategy and strategic alliances on different multinational organizations.
 - Applying global marketing and R&D on different multinational organizations.
- **Global human resources management. Regional Economic Integration**
 - Applying Global human resources management on different multinational organizations.
 - Applying Regional Economic Integration on different multinational organizations

Course Content (Cont.) :

- **Global human resources management. Regional economic integration**
 - Applying Global human resources management on different multinational organizations.
 - Applying Regional economic integration on different multinational organizations.
- **The international monetary system. The strategy of international business**
 - Applying The international monetary system on different multinational organizations
 - Applying The strategy of international business on different multinational organizations
- **The organization of international business. Exporting, importing, and counter trade.**
 - Applying The organization of international business on different multinational organizations.
 - Applying Exporting, importing, and counter trade on different multinational organizations.
- **Global manufacturing and materials management.**
 - Applying Global manufacturing and materials management on different multinational organizations.

Prerequisites: I311.

Credit Hours: 3

Course Description:

The main aim of the course is to overview the students with the political background and the government dealings, which is extremely important for business graduates to learn. Also it enables each student/citizen to know the government management system and citizens' rights in taking part in the decision making process.

Course Objectives:

The aim will be achieved by teaching the government effect and roles, the sources of revenue and the forms of expenditures in public finance, the government management system and various economic theories.

Course Content:■ **The field of public finance**

- The government sector activity
- Adam smith's theory of economic and social objectives
- The field of public finance in public sector activity
- The necessity of public sector & utility theory

■ **The necessity conditions for price system**

- Perfect Competition.
- Economic welfare.
- Pareto optimality.

■ **Economic Intervention and models of the government**

- Forms of government intervention.
- Economic Models of the government.
- Economic Roles of the government.

■ **Collective decision and social utility**

- After fully understanding the government roles and activities, the citizens' role should be understood too, in terms of the right to form a democratic society by understanding the term democracy and know how the whole parliament elections process held.

■ **The nature of government allocation system and the evaluation of the government activities**

- First the students should be aware of the nature of the government's allocation system and understand that it is ruled by the impersonality, where sanctions are applied on all violators. Secondly, in this part it describes the several governmental management systems by being exposed to the different views to evaluate the government activities.

■ **Public Finance in modern Economy Public Goods and Externalities**

- Private goods.
- Merit goods: removing allocation inefficiency of merit goods.
- Examples of pure public goods.
- Problems of pure public goods.

■ **Classification of Public Expenditure**

- After the seventh, the subject turns to its practical governmental experiences, which will start by the historical and efficiency effects, which is the line to differentiate between the public and private operation of service in terms of efficiency and understand the effect of financing and operation.

■ **The growth of public expenditures**

- Wagner's law is one of the most prominent economic hypotheses that turned into a law after applying it in the five major world countries. He proved that in order to move to industrialization, certain public sector activities should be held, also the country and citizens

Course Content (Cont.) :

■ **The State Budget**

- This chapter discusses the revenue and expenditure financial analysis of the government. The lecture will start by defining the term state budget, budget process, Egyptian budget, classical, and modern budgets.

■ **Taxation**

- After viewing the budget or the expenditure part of the public finance its time to review the main source of government revenue (Taxation):
 - Definition of taxation.
 - Taxes and the wheel of income.
 - What's a fair tax.

■ **National Debt**

- The national debt analyzes the several sources of revenue for public finance and discuss several debt issues:
- Treasury bills Vs security bonds
- Real Vs fake national debt

Prerequisites: I121.

Credit Hours: 3

Course Description:

The aim of this course is to present the analytical techniques of microeconomics and the decision making process concerning pricing strategies and the behavior of different market players through the analysis of market operations ,indifference curves , different market structures ,production and cost relations and efficient resource usage.

Course Objectives:

Analyzing all economics principles presented previously and the ability to reflect those concepts on different market operations

Course Content:

- **Supply and demand**
 - Demand:
 - the law of demand
 - the demand curve
 - Important qualifications of the law of demand.
 - Supply:
 - the law of supply
 - the supply curve
 - important qualifications of the law of supply
- **Elasticity of demand and supply**
 - Other demand elastic ties
 - Income elasticity
 - Cross elasticity
- **Consumers and producers**
 - Demand analysis I: marginal utility
 - The utility theory of demand
 - Marginal and total utility
 - Diminishing marginal utility
 - Maximizing utility
- **Supply and demand and price**
 - Supply and demand in action
 - Determination of price
 - Examples of shifts in supply and demand
- **demand analysis II: indifference theory**
 - Consumer optimization
 - The consumers' preferences
 - Diminishing marginal rate of substitution
 - The indifference map
- **Using Supply and demand**
 - Rent controls
 - The effects of taxes, tariffs and quotas
 - Limitations of supply and demand
- **Demand analysis II: indifference theory**
 - The consumers' equilibrium
 - The consumers' response to price and income changes
 - Parallel shifts in the budget line
 - Changes in the slope of the budget line
- **Elasticity of Supply and demand**
 - Demand elasticity
 - Supply elasticity
 - Measurement of demand and supply
 - Measuring elasticity over a range

Course Content (Cont.) :

- **Cost structure of firms in the short-run**
 - Production function
 - Short-run variations in input
 - The law of diminishing returns
- **Cost structure of firms in the short-run**
 - Cost in the short-run
 - Short-run variations in cost
 - Short-run cost curves
- **perfect competition**
 - Market structure and firm behavior
 - Assumptions of perfect competition
 - Demand and revenue for a firm in perfect competition

Prerequisites: I121.

Credit Hours: 3

Course Description:

This course is prepared to meet the needs of students preparing for business studies or for bachelor of management degree. This attitude coincides the modern education philosophy which embraces the two main branches of knowledge and theoretical studies associated with the practical training.

Course Objectives:

Introduce some laws and acts that would help in understanding important business issues

Course Content:

- **Formation of the contract – the offer**
 - The consent of the parties
 - Necessity of declaration of the parties intention
 - The Offer:
 - The offer must be definite
 - Necessity of communication of the offer
- **Acceptance**
 - Acceptance defined
 - Acceptance must be communicated
 - Where acceptance need not be communicated
- **The contract of Agency**
 - Legal acts might not be done by the concerned person himself, but through an agent:
 - Definition of the agency contract and the agent
 - The concept of agency
 - Examples of agents
 - Why do we use agents?
- **Creation of agency**
 - Actual authority:
 - Express authority
 - Implied authority
 - Authority by operation of law
 - Apparent or ostensible authority
 - Usual authority
- **relationship between principal and agent**
 - The agency agreement between the principal and the agent contains rights and obligations, these rights and obligations are either express or implied term.
- **Implied rights of the agent against his principal – termination of agency**
 - Agent's right to indemnity
 - Agent's right to remuneration (commission)
 - Agent's right to lien
- **Sale of goods**
 - Definition of contract of sale of goods:
 - A contract of sale
 - An agreement to sell
 - Definition of goods:
 - All personal chattels other than things in action and money
 - Implements and industrial growing crops
 - Things attached to or forming part of the land
- **Transfer of property in goods as between seller and buyer**
 - The necessity to determine the moment at which ownership passes from seller to buyer
 - Classification of goods:
 - Specific goods.
 - Unascertained goods.
 - Future goods

Course Content (Cont.) :

■ **Risk of loss – mistake and frustration of contract**

- Risk of loss:
 - Who bears the risk?
 - Passing of risk of loss
 - Exception
- Mistake and frustration:
 - Mistake and perishing of specific goods
 - Frustration

■ **The terms of sale of goods contract**

- Distinction between statements, representations and terms
- The right of rescission is lost if the buyer:
- Retains the goods for more than reasonable time without giving notice of rejection

■ **delivery of goods – acceptance of goods**

- Definition of delivery
- Various forms of deliver:
 - By physical transfer
 - By means of control

■ **Negotiable instruments**

- Meaning of negotiability
- Bills of exchange:
 - Definition
 - How the bill of exchange works

Prerequisites: Non.

Credit Hours: 3

Course Description:

Negotiation is the art of successful livelihood business, the most ancient way to settle a dispute is negotiation, in which you sit down with your adversary and try to resolve your differences. Whether or not your case goes to trial, you will almost certainly find yourself negotiating some or all of the issues that are important to you.

Course Objectives:

First, they should acquire the conceptual skills necessary for becoming a sophisticated analyst of negotiation situations. Second, you should gain valuable experience from the negotiation exercises. They will experience many different roles, and they should learn a great deal about themselves from repeated exposure to negotiation situations. Third, Student should gain an understanding of the psychological processes underlying the judgment of negotiators, and should be able to use the psychological biases people have to produce better results for themselves.

Course Content:

- **What is negotiation?**
 - Negotiation is the art of science of creating agreements between two or more parties
- **The Problem, DO NOT BARGAIN OVER POSITIONS**
 - In this course, we will discuss and apply theories developed as guides to improving negotiations
- **Developing and sharpen negotiating skills**
 - We will also develop and sharpen negotiating skills by participating in realistic negotiating simulations
- **The actions and tactics in negotiation.**
 - There will be a number of cases presented, in which you will make actual choices about actions and tactics within the negotiation – choices with actual consequences.
- **Planning for successful negotiation**
 - The lectures will present relatively non-formal bargaining theory and guidelines, but will mainly be devoted to running, discussing, and debriefing the various role simulations.
- **Cases on BATNA**
 - Negotiation Case Study,
 - Students are expected to attend all classes; in particular, it is critical that student participate in the cases. In this class, participation is key for the learning process.
- **Cases of the contract and non-trial situations**
 - The four elements of Contract are:
 - AGREEMENT
 - PARTIES
 - LEGAL PURPOSE
 - CONSIDERATION

Course Content (Cont.) :

- **Fairness and Negotiation and Power**
 - Positional Bargaining ever make sense.
 - Different standard of fairness
 - What is fair, should I be?
- **Dealing with people and Practical Questions**
 - Working team
 - Team leader
 - Successful team (skills , efforts & management)

Prerequisites: W321 .

Credit Hours: 3

Course Description:

The aim will be achieved by analyzing and understanding the economics starting by the demand and supply till the consumers' behavior in terms of utility, producers behavior in terms of cost and markets in terms of revenues

Course Objectives:

The main aim of this course is to introduce to the students the main and fundamental microeconomics issues such as the economic problem, demand, supply markets and other market forces

Course Content:

- **Economic problem and opportunity cost**
 - Economic problem
 - Micro vs. Macro Economics
 - Opportunity Cost
- **Production possibility curves**
 - Modern market economy uses price signals to solve complex problems involved in producing goods and services that people want
 - The choice between competing demands for scarce resources
 - Interaction between production, employment and consumption decisions
- **Absolute and comparative advantage**
 - In order for any entity to specialize or produce a certain product in must concentrate on what it produces most efficiently by applying the concepts of absolute and comparative advantage
- **Demand-factors that move and shift**
 - After understanding the basic terminology it's time to analyze each of the market main actors. First the demand curve:
 - Law of diminishing returns
 - Factors that move the demand along the curve
 - Factors that shift the demand curve
- **Supply-factors that move and shift**
 - After understanding the consumers purchase reflection (demand curve) only left to understand is the producer's production patterns by analyzing the supply curve:
 - Supply law
 - Factors that move the supply along the curve
 - Factors that shift the supply curve
- **Demand and supply (equilibrium)**
 - After understanding the demand and supply in this part we will learn how these forces interact together. Any market disturbances will lead to shortage or surplus which will affect the market negatively. Thus, it's of extreme importance to understand the equilibrium point and what are the strategies used to reach it
- **Price ceiling and price floor Elasticity**
 - In this lecture the main aim is to understand the government's interference in setting a maximum or minimum price to protect the market. This price strategy is called price ceiling / price floor . then, comes the elasticity PED, PES, income and cross elasticity.

Course Content (Cont.) :

- **Price elasticity of demand Supply, income and cross elasticity**
 - Calculating the PED
 - Pricing strategies to maximize revenues
 - Plotting the graphs
 - PES
 - Income elasticity
- **Consumers behaviour**
 - Marginal utility calculation
 - Law of diminishing marginal utility
 - The consumers' consumption patterns
 - Consumer's maximum satisfaction
- **Producers behaviour**
 - Calculations of marginal/average/total revenues, costs and profits
 - Graphs of marginal/average/total revenues, costs and profits
- **Markets**
 - This lecture deals with the different market conditions in general in terms of costs, revenues and profits. (average / marginal / total)
- **Perfect competition Monopoly**
 - This lecture handles these two market forms in specific in terms of costs, revenues and profits whether average, marginal or total.
- **Shut down/continue conditions**
 - The two types of markets:
 - Monopoly
 - Perfect competition

Prerequisites: Non.

Credit Hours: 3

Course Description:

This course exposes students to contemporary and relevant information about the ever changing world of advertising

Course Objectives:

This course provides an understanding in the following topics planning and strategy, effective advertising media, effective advertising messages, integration and evaluation

Course Content:

- **Introduction to advertising**
 - What is advertising
 - The roles and functions of advertising
 - The key players
 - Types of advertising
- **Introduction to advertising**
 - What makes an ad effective
 - The evolution of advertising
 - The current advertising scene
- **Advertising's role in marketing**
 - What is marketing
 - The key players and markets
 - The marketing process
- **Advertising's role in marketing**
 - How agencies work
 - International marketing
 - The dynamics of modern marketing
- **How advertising works**
 - How advertising works as communication
 - The effects behind advertising effectiveness
 - Perception
 - Cognition
 - The affective or emotional response
 - Association
 - Persuasion
 - Behavior
- **The consumer audience**
 - How does consumer behavior work
 - Cultural and social influences on consumer decisions
 - Psychological influences that motivate consumer
 - Behavioral influences on consumer decisions
 - The consumer decision process
 - Segmentation and targeting
- **Print and out of home media**
 - The media industry
 - Basic media concepts
 - Print media
 - Newspapers

Course Content (Cont.) :

■ Broadcast media

- broadcast media
- Radio
- Television
- film and video
- Product placement
- Using broadcast advertising effectively

■ Media planning and buying

- Media planning and buying
- The media plan
- Media objectives
- Media strategies
- A sample media plan for pizza hut
- Media buying

■ Media planning challenges

- The creative side and message strategy
The art and science of creative advertising
- Creative strategy
- Facets of creative strategy
- Planning and managing creative strategy

■ Copywriting

- Copywriting: the language of advertising
- Copywriting for print
- How to write radio copy
- How to write television copy
 - Writing for the web
- Copywriting in a global environment

■ Design and Production

- Visual communication
- Print art direction
- Print production
- Television art direction
- Broadcast production
- Effective web design

■ Special advertising situations

- Retail advertising
- Business to business advertising
- Non profit or social marketing
- International advertising and marketing communication

■ Evaluation of effectiveness

- Evaluating effectiveness
- Stages of copy testing
- Media evaluation
- Campaign and IMC evaluation

Prerequisites: A326.

Credit Hours: 3

Course Description:

Providing an overall understanding of distribution channel management and its implications on marketing strategy, function and mix

Course Objectives:

Students should be able to identify the importance of channel management and its impact and role on marketing decisions and managers

Course Content:

- **Introduction to advertising**
 - What is advertising
 - The roles and functions of advertising
 - The key players
 - Types of advertising
- **Introduction to advertising**
 - What makes an ad effective
 - The evolution of advertising
 - The current advertising scene
- **Segmentation for marketing channel design: service outputs**
 - End user channel preferences
 - Service outputs
 - Trends in end user preferences
 - Segmenting the market by service outputs demand
- **Segmentation for marketing channel design: service outputs**
 - Meeting service output demand
 - The role of service output demand analysis in marketing channel design
- **supply side channel analysis : channel flow and efficiency analysis**
 - Channel flows defined
 - Describing the current channel with the efficiency templates
 - Using channel flow concepts to design a zero based channel
 - Matching normative and actual profit shares
- **supply side channel analysis : channel structure and membership issues**
 - Who should be in the channel
 - How many channel member should there be at a given level of the channel
 - A single channel or dual distribution
- **channel power: getting it, using it, keeping it**
 - The nature of power
 - Power as the mirror image of dependence
 - Five sources of power
- **Channel power: getting it, using it, keeping it**
 - Balance of power
 - Exercising power influence strategies

Course Content (Cont.) :

■ Strategic alliances in distribution

- Define committed relationships in marketing channels
- Describe committed relationships in marketing channels
- Describe why many channel members don't want committed relationships
- Describe how trust is built overtime

■ vertical integration: owning the channel

- The costs and benefits of vertical integration in marketing channels
- Deciding when to vertically integrate forward: an economic framework
- Vertical integration forward when competition is low
- Vertical integration to cope with environmental uncertainty
- Vertical integration to reduce performance ambiguity

■ project presentations

- Each group should present his project to reflect what they have studied in this course

■ Retailing

- Types of retail structures
- Retail positioning strategies
- Power and coordination issues facing retailers
- increasing globalization of retailing

■ wholesaling

- Distinguish Categories of wholesaling
- Describe Nature of an independent wholesaler distributor
- Mechanisms of channel members
- Explain ways in which wholesaling is altered by e-commerce

■ Franchising

- Define franchising
- Forms of franchising
- Essential elements of franchise contracts
- Weigh positive and negative features of franchise

Prerequisites: A315.

Credit Hours: 3**Course Description:**

This course was given to practice the integration between advertising and marketing communications and to allow the students to apply concepts as often as possible

Course Objectives:

To be able to learn the following:

1. IMC and communications
2. Corporate image and name
3. consumer purchasing process
4. E-marketing
5. advertising and promotions
6. personal selling and Public Relations

Course Content:**■ integrated marketing communications**

- Communication and IMC programs
- Integrated marketing communications
- An IMC plan
- IMC components
- The value of IMC plans
- Globally integrated marketing Communications

■ Corporate image and brand management

- Corporate image
- Promoting the desired image
- Corporate name and logos
- Branding
- Brand equity
- Positioning

■ Promotions opportunity analysis

- Promotions opportunity analysis
- Communication market analysis
- Establishing communications objectives and budget
- Types of budgets
- Preparing promotional strategies
- Market segmentation

■ Advertising management

- Overview of advertising management
- Advertising and the IMC process
- Choosing an advertising agency
- Advertising planning and research
- The advertising budget
- The creative brief

■ Advertising design: theoretical frameworks

- The creative brief
- Advertising theory
- Types of advertising appeals
- The structure of an advertisement
- Overview
- Message strategies
- Executional frameworks

■ advertising design: message strategies

- Sources and spokespersons
- Creating an advertisement
- Advertising effectiveness

Course Content (Cont.) :

■ **Advertising media selection**

- Media strategy
- Media planning
- Advertising objectives and achieving them
- Media selection

■ **Consumer promotions**

- Coupons
- Premiums
- Contests and sweepstakes
- Refunds and rebates
- Sampling
- Bonus packs
- Price offs

■ **Personal selling**

- Personal selling
- Retail sales
- Business-to-business personal selling
- Personal selling in international markets
- Direct marketing

■ **Public relations**

- Public relations
- Identifying stakeholders
- Creating positive image building activities
- Preventing or reducing image damage

■ **Integrated marketing**

- Who uses the internet
- E-commerce
- international E-commerce
- IMC and the internet

■ **IMC for small businesses**

- Types of ventures
- Major challenges
- Market analysis
- Finding customers

Prerequisites: **A315.**

Credit Hours: 3

Course Description:

The aim of this intensive course is to familiarize students with basic applications of research in marketing. The course shall expose students to the marketing research process through real case applications, examples as well as theory. Furthermore, this course allows students to understand fundamentals that allow them to become researchers and intelligent users of research.

Course Objectives:

The course comprises:

8. Research Design formulation
9. Data Collection preparation, analysis and reporting
10. Real Life cases related to each topic covered

Course Content:

- | | |
|--|---|
| <ul style="list-style-type: none"> ■ Introduction and Early Phases of Marketing Research <ul style="list-style-type: none"> - Define marketing research and distinguish between problem identification and problem solving - Describe framework for conducting MR as well as the six steps of the MR process - Understand the nature and scope of MR ■ Introduction to Research design formulation <ul style="list-style-type: none"> - Explain MR role in designing and implementing successful marketing programs - Explain how the decision to conduct marketing research is made. ■ Research design objectives <ul style="list-style-type: none"> - Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs. - Compare and contrast the basic research designs: exploratory, descriptive and causal ■ Exploratory research design <ul style="list-style-type: none"> - Define the nature and scope of secondary data and distinguish secondary data from primary data - Analyze the advantages and disadvantages of secondary data and their uses in the various steps of the marketing process | <ul style="list-style-type: none"> ■ Descriptive research design + primarily project assessment <ul style="list-style-type: none"> - Explain the meaning of descriptive design - The Six W's - Primarily project assessment ■ Causal research design <ul style="list-style-type: none"> - Understanding which variables are the cause - Determine the nature of the relationship between the causal variables and the effect to be predicted ■ Measurement & Scaling <ul style="list-style-type: none"> - Introduce the concepts of measurement and scaling and show how scaling may be considered an extension of measurement - Discuss the primary scales of measurement and differentiate nominal, ordinal, interval and ratio scaling |
|--|---|

Course Content (Cont.) :

■ Questionnaire design

- Explain the purpose of a questionnaire and its objectives of asking questions that the respondents can and will answer, encouraging respondents, and minimizing response error
- Describe the process of designing a questionnaire, the steps involved, and guidelines that must be followed at each step
- Describe the observational form of data collection

■ Sampling: design & procedures

- Differentiate a sample from a census and identify the conditions that favor the use of a sample versus a census
- Discuss the sampling design process: definition of the target population, determination of the sample frame, selection of sampling techniques, determination of sample size, and execution of the sample process

■ Data Collection, preparation, analysis and reporting

- Discuss the statistical approach to determining sample size based on simple random sampling and the construction of confidence intervals

■ Fieldwork

- Describe the fieldwork process and explain the selection, training and supervision of field workers, the validation of fieldwork, and the evaluation of fieldworkers
- Discuss the training of field workers in making the initial contact, asking the questions, probing, recording the answers and terminating interviews.

■ Data preparation, Basic analysis

- Discuss the nature and scope of data preparation and the data-preparation process
- Explain questionnaire checking and editing, and treatment of unsatisfactory responses by returning to the field, assigning missing value, and discarding unsatisfactory responses.
- Describe the guidelines for coding questionnaires, including the coding of structured and unstructured questions
- Describe the procedure of selecting a data analysis strategy and the factors influencing the process

Prerequisites: A222.

Credit Hours: 3

Course Description:

The course provides students with an understanding of the evolution of consultative selling, strategic selling, partnering, customer relationship management (CRM) and value added selling

Course Objectives:

Throughout the course students have the opportunity to travel with sales people as they are challenged in the market place to use modern personal selling practices in addition to focusing on the delivery of customer value by offering time proven fundamentals and practical practices needed to succeed in today's world of sales and marketing

Course Content:

■ **Personal Selling and Marketing Concept**

- Personal Selling – a Definition and a Philosophy
- Personal Selling in the Age of Information
- Personal Selling as an Extension of the Marketing Concept
- Evolution of Consultative Selling
- Evolution of Strategic Selling
- Evolution of Partnering
- Value Creation –The New Selling Imperative

■ **Personal Selling Opportunities in the Age of Information**

- Personal Selling in the Age of Information
- Your Future in Personal Selling
- Employment settings in Selling Today
- Learning to Sell

■ **Creating Value with a Relationship Strategy**

- Developing a Relationship Strategy
- Thought Process that Enhance your Relationship Strategy ...
- Verbal and non verbal strategies that Add Value To Your Relationships
- Conversational Strategies That Enhance Relationships
- Strategies for Self-Improvement

■ **Communication Styles: Managing Selling Relationships**

- Communication style an introduction to Managing Selling Relationships
- Communication Style Model Minimizing
- Communication Style Bias Achieving Versatility through style Flexing

■ **Product Selling Strategies that Add Value**

- Product Positioning
- Redefining Product in the Age of Information
- Product Positioning Options

■ **Developing and Qualifying a Prospect Base**

- Prospecting- An Introduction
- Prospecting requires learning
- Sources of prospects
- Qualifying the Prospect
- Organizing your prospect information
- Developing a Prospecting and sales forecasting plan

Course Content (Cont.) :

■ **Approaching The Customer**

- Developing the presentation strategy
- Planning the pre-approach
- Developing the six presentation plan

■ **Creating the Consultative Sales Presentation**

- Consultative sales presentation
- Need Discovery activities that create value
- Selecting solutions that add value
- Need satisfaction-selecting a presentation strategy
- Developing a persuasive presentation strategy
- General guide lines for creating value added presentations

■ **Closing the Sale and Confirming the Partnership**

- Closing the sale yesterday and today
- Guidelines for closing the sale
- Specific methods for closing the sale
- Practice closing
- Confirming the partnership when the buyer says yes

■ **Servicing the Sale and Building The Partnership**

- Building long term partnership with customer service
- Current development in customer service
- Customer service methods that strengthen the partnership
- Partnership building strategies encompass all key people

■ **Management of the Sales Force**

- Applying leadership skills to sales management
- Recruitment and selection of sales people
- Orientation and training
- Sales force motivation
- Compensation plan
- Assessing sales force productivity

Prerequisites: **A327.**

Credit Hours: 3**Course Description:**

This course brings essential and classic examples into sharper focus while covering new concepts and ideas in depth.

Course Objectives:

At the end of this course students will have an understanding of the following topics:

- -Understanding Marketing Management
- -Analyzing marketing opportunities
- -Developing marketing strategies
- -Shaping the market offering
- -Managing and delivering marketing programs

Course Content:**▪ Defining Marketing for the 21st century**

- The new economy
- Marketing tasks
- Marketing concepts and tools
- Company orientations toward the marketplace

▪ Adapting marketing to the new economy

- The major drivers of the new economy
- How business practices are changing
- How marketing practices are changing: E-Business
- How marketing practices are changing : Setting up websites

▪ Building customer satisfaction, value, and retention

- Defining customer value and satisfaction
- The nature of high-performance business
- Delivering customer value and satisfaction
- Attracting and retaining customers

▪ Gathering information and measuring market demand

- The components of a modern marketing information system
- Internal records system
- The marketing intelligence system
- Marketing research system

▪ Scanning the marketing environment

- Analyzing needs and trends in the macroenvironment , Identifying and responding to the major macroenvironment forces

▪ Analyzing consumer markets and buyer behavior

- Influencing buyer behavior
- The buying decision process and Stages of the buying decision process

▪ Dealing with the competition

- zcompetitive forces
- Identifying competitors
- Analyzing competitors
- Designing the competitive intelligence system
- Designing competitive strategies
- Balancing customer and competitor orientations

▪ Identifying market segments and selecting target markets

- Levels and patterns of market segmentation
- Segmenting consumer and business markets
- Market targeting

• Positioning and differentiating the market offering through the product life cycle

- Developing and communicating a positioning strategy
- Adding further differentiation
- Differentiation tools
- Product life-cycle marketing strategies
- Market evolution

- **Setting the product and branding strategy**
 - The product and the product mix
 - Product-line decisions
 - Brand decisions
 - Packaging and labeling

- **designing and managing services**
 - The nature of services
 - Marketing strategies for service firms
 - Managing product support services

- **Managing integrated marketing communications**
 - Developing price strategies and programs
 - -Designing and managing value networks and
 - Marketing channels
 - Developing effective communications

Prerequisites: EA211

Credit Hours: 3**Course Description:**

This course exposes students to in depth knowledge of public relation, by understanding the roles, tools and importance of PR nowadays in the dynamic environment. Furthermore, students will learn how to deal with crisis and issue management, and how to affect the public opinion. After having a full picture of the PR's duties students will learn how to communicate their publics and make a consumer research

Course Objectives:

To discuss Public relations as an essential marketing function and tool. Where students need to learn the effect of good public relations departments nowadays in the globalized market. This course has two main objectives; providing students with a solid background in public relations theories and principles, and, to discuss and analyze public relations practices and contemporary cases

Course Content:

- **Introduction on public Relations**
- **What is public Relations**
- **Communication**
- **Crisis management**
- **Case Presentation**
- **Public Opinion.**
- **Public Opinion**
- **Business Ethics**
- **Research**
- **Print media relations**
- **Consumer Relations**
- **PR writing**
- **Writing for the ear**
- **Writing for the eye**

Prerequisites: EA326

Course Code: EI421

Course Title: Economic Development

Credit Hours: 3

Course Description:

The aim of this course is to combine description and some useful help to understand the means by which developing countries may raise their living standards.

Course Objectives:

The course examines the concepts of growth and sustainable development. It also lays special emphasis on many empirical studies to give insight into how the global economy operates.

Course Content:

- **Development and under development**
 - Dimensions of the development gap
 - Development and income distribution
 - Measurements of poverty
 - Human development index
- **Obstacles to development**
 - Dualism
 - Center periphery models
 - Process cumulative causation
- **land, labor, agriculture and industry**
 - The role of agriculture in development
 - Rural- urban migration and urban unemployment
- **capital and technical progress**
 - The role of capital development
 - The capital- output ratio
 - Technical progress
- **Population and development**
 - The costs and benefits of population growth
 - Enke work.
- **The allocation of resources**
 - Market mechanism and market failure
 - Corruption
- **Development and the environment**
 - Externalities
 - Renewable resources
 - Non renewable resources
- **choice of techniques**
 - Capital intensity of techniques
 - Employment versus output
- **financing development from domestic resources**
 - Introduction
 - Forms of saving
 - Financial systems and economic development
- **Foreign borrowing**
 - Dual gap analysis and foreign borrowing
 - Foreign direct investment and multinational corporations
- **Trade and development Population and development**
 - Trade liberalization and growth
 - Trade and employment
 - Technical progress and the terms of trade
 - Trade policies toward developing countries

Prerequisites: EI211

Lecturers & Assistants Marketing Major

Courses References

Course No.	Course Title	Course Reference
EW321	Business Law	<ul style="list-style-type: none"> Commercial law, text and seminar work book, D.T. Heaton Slaters mercantile law, Lord Chorlery & Giles, 16th edition An introduction to mercantile and commercial law Case book on mercantile law, Hardy Ivamy, 2nd edition Business law, Dr. Farouk Malash
EX404	Cultural Affairs	<ul style="list-style-type: none"> Justaf Lapon Arab Civilization (Dar EL Maaref) Articles about Islamic civilization
EI221	Economic Analysis	<ul style="list-style-type: none"> Microeconomics – theory and application, Edgar Browning
EI425	Feasibility Studies	<ul style="list-style-type: none"> Bahrens, W...P.M.Hawranek, "Manual for preparation of international feasibility studies", UNICO, Vienna 1)class notes and handouts, 2)Tang S.L."Economic Feasibility of projects, Managerial and Engineering practice"Revised edition, McGraw Hill 1991,] 3) Cury Steve and Weiss John "Project analysis in developing countries"The Macmillan Press LTD. 1993
EX408	Francais des Affaires	<ul style="list-style-type: none"> Text Book+ exercise Book Le Français a Grande Vitesse (Parlons Affaires), S. TRUSCOTT- M. MITCHELL – B. TAUZIN- Hachette Livre. Paris 1994
EA325	International Business	<ul style="list-style-type: none"> ○ International Business, the challenge of Global Competition. Donal A Ball, Wendell H, MC Culloch, JR by Thomas P. Ryan Publisher: Wiley-Interscience; 2nd edition (January 2000) www.forbes.com www.cnnbusiness.com www.globaledge.msu.edu
EI 301	International Trade	<ul style="list-style-type: none"> International Economics Dominick Salvatore

Courses References

Course No.	Course Title	Course Reference
EI121	Macro Economics	Continuing Microeconomics by Lipsey
EX403	Contemporary managerial & economic issues	○ Newly issued periodicals and articles
EI111	Microeconomics	○ Microeconomics by Lipsey
EI311	Money, banking	<ul style="list-style-type: none"> Lloyd B.Thomas, "Money, Banking, and Financial markets". Thomas Mayer, James S. Duesenberry, Robert Z.Aliber, "Money, Banking and the Economy", 6th Edition.
EX413	Negotiation skills	<ul style="list-style-type: none"> GETTING TO YES, By Roger Fisher & William Ury (ISBN 0-09-924842-5)
EX405	Political Science	<ul style="list-style-type: none"> Political science, an introduction 6TH Michael Roskin, Robert L. Cord, James A. Medeiros, Walter S. Jones
EI221	Public Finance	<ul style="list-style-type: none"> Public Finance (selected topics) , by Prof. Youness El-Batrik
EI411	Tax Systems	1.class notes and hand notes 2. Harvey Rosen , Public Finance, 5 th edition 3. Younes el batrik , Tax systems – selected topics, dar elgamy 2001
EA311	Human Resources Management	Human Resource management, Gary Dessler , tenth edition, Prentice Hall
EA111	Principles of Management.	Business Essentials , Ebert and Griffin , fifth edition ,Prentice Hall
EA201	Prin. of Management 2	Stephen P. Robbins , & David A. Decenzo ., Fundamentals Of Management , 4 th Ed., N.J. Prentice Hall. Harvard Business Review. Academy of Management journal
EA302	Organization Behavior	Behavior in organizations Eighth edition Jerald Greenberg and Robert A. Baron
EA411	Organization Analysis and Design	Organization Design Daft
EA 222	Research methodology	Sekaran, Uma . Research Methods for business, A Skill Building Approach. John Wiley & Sons www.prenhall.com , www.emerald.com
EA421	Strategic Management	Strategic management , Formulation, Implementation and control Eighth Edition , Pearce and Robinson
EA428	Advanced Studies in Marketing	<ul style="list-style-type: none"> Journal of Marketing American Marketing Association Website: www.marketingpower.com - www.emerald.com
EA328	Advertising management	<ul style="list-style-type: none"> Advertising principals and

Courses References

Course No.	Course Title	Course Reference
		<p>practice 7TH E</p> <ul style="list-style-type: none"> Wells, Moriarty, Burnett
EA 315	Consumer Behavior	<ul style="list-style-type: none"> Solomon, M.R. (2003), Consumer Behavior: Buying, Having, & Being, 6th. Ed., Prentice Hall International, Inc. Journal of Consumer Research www.prenhall.com/phlip, www.emerald.com, www.ama.com
EA317	Electronic Marketing	<p>Strauss, J., El-Ansary, A., & Frost, R. (2006). <i>E-Marketing</i> (4th ed.). Upper Saddle River, NJ: Pearson Education Inc. ISBN 0-13-196902-1</p>
EA 425	International Marketing	<p>International Marketing by Philip R. Gateora. Eleventh edition.</p>
EA326	Marketing Research	<ul style="list-style-type: none"> Marketing Research: An applied orientation, Naresh K. Malhotra, fifth edition, 2007- Pearson Prentice Hall. Journal of Marketing Research, Journal of Marketing, International journal of Research in marketing and International Journal of Market Research. www.marketingpower.com , www.emerald.com
EA316	Marketing Management	<ul style="list-style-type: none"> Marketing management by Philip Kotler, Eleventh edition. International edition.
EA415	Personal Selling Management	<p>Selling Today : Creating Customer Value , Gerald L. Manning and Barry L. Reece , tenth edition Prentice Hall, 2007</p>
EA426	Public Relations	<p>The Practice of Public Relations, Fraiser P Seitel Prentice hall. 2001, 9th edition</p> <ul style="list-style-type: none"> Journal of Marketing, Public Relations Journal, Public Relations Quarterly, Public Relations Review <p>American Marketing Association Website: www.marketingpower.com</p> <ul style="list-style-type: none"> www.emerald.com www.prenhall.com/kotler Management Review, Wall street Journal, Harvard business review and the business journal
EA327	Integrated Marketing Communications	<ul style="list-style-type: none"> Integrated Advertising Promotion & Marketing communications by Kenneth E. Clow & Donald Baack, Third Edition Pearson Prentice Hall, 2007

Bachelor's Program

MIS MAJOR

Undergraduate Program: Program Structure

CORE COURSES		
Course Code	Course Title	Credit Hours
S111	Introduction to Information Technology	3
S121	Management Information Systems	3
S211	Database Systems in Business	3
Total	3 courses * 3 credit Hours	9

MAJOR COURSES		
Course Code	Course Title	Credit Hours
S225	Introduction to Computer Programming	3
S226	Information Systems Analysis	3
S325	Projects Information Systems (Advanced Database)	3
S315	Applications in computer Programming	3
S316	Information Systems Design (Object Oriented Information System Analysis and Design)	3
S317	New Trends (Computer Operating Systems)	3
S327	Networks and Communication	3
S326	Information Systems Management (System Integration and Software Engineering)	3
S415	Decision Support Systems (Expert Systems/ Group Support Systems)	3
S416	Information Analysis (Project 1).	3
S426	Information Systems Planning (Project 2)	3
Total	11 course * 3 credit Hours	33

Major Courses offered by ECommerce Department		
Course Code	Course Title	Credit Hours
CR315	E-Business Strategies& Applications	3
Total	1 course * 3 credit Hours	3

Elective Course		
Course Code	Course Title	Credit Hours
S221	Computer Applications in Business	3
Total	1 course * 3 credit Hours	3

Total	48
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Program Detailed Structure

MIS Major

BACHELOR'S PROGRAM

Program Detailed Structure: **BACHELOR'S PROGRAM**

Course Number	Course Title and Description	Credit Hours
S111	Introduction to Information Technology This course is designed to provide students with basic knowledge about computers and information systems, and to help them develop the skills needed to use and take advantage of these technologies. The course is comprised of three credit hours of lectures plus practical “hands-on” tutorials and applications like Microsoft Windows and Microsoft office packages like Word and PowerPoint as well as getting familiar with the web browser and internet functions in assigned lab sessions.	3
S121	Management Information Systems This course address in particular emerging issues in management information systems is they related to hardware, software, telecommunications, application development and a combination of these. The course is comprised of three credit hours of lectures plus practical “hands-on” tutorials that handle spread sheet design and personal database systems like Microsoft Excel and Access in assigned lab sessions.	3
S211	Database Systems in Business This course focuses on the use of relational database management tools and techniques for supporting data management and information systems development. There is a substantial practical component to the course, involving the use of contemporary database management software like Oracle suite and programming tools to develop database and information systems. The course is comprised of three credit hours of lectures plus practical “hands-on” packages like using Oracle Suite and SQL language in assigned lab sessions.	3
S221	Computer Applications in Business This course provides the latest information on the computer applications and impact of today's computer technology for developing computer applications in business. Also the course is intended to enable students to search, survey, understand and evaluate any type of computer applications they need to use for any reason. Upon completion of this course, the student should be able to determine his/her needs from the computer applications available in the market and be able to evaluate its quality. The course is comprised of three credit hours of lectures besides practical “hands-on” tutorials in assigned lab sessions.	3
S225	Introduction to Computer Programming This course is the first step in problem solving and design. It addresses the use and importance of programming languages and how they can be related to business needs. The course is comprised of three credit hours of lectures plus	3

Program Detailed Structure: **BACHELOR'S PROGRAM**

Course Number	Course Title and Description	Credit Hours
	practical “hands-on” practicing of a selected programming language. Upon completion of this course the students should have a firm base of programming concepts and rules with the use of a certain programming language such as C in assigned lab sessions.	
S226	Information Systems Analysis This course begins by identifying the strategic and organizational roles of information technology, and then proceeds to examine the processes of information systems development. By the end of this course the student should be able to capture business needs form users, perform a clear analysis for these needs and transform these needs into information systems analysis outcomes that are ready for information systems design.	3
S325	Projects Information Systems (Advanced Database) This course provides students majoring MIS with in-depth design and implementation of database systems. It therefore addresses advanced data base concepts to build up on the previous database course. The course is comprised of three credit hours of lectures plus practical “hands-on” packages like Oracle Developer, SQL, and PL/SQL in assigned lab sessions.	3
S315	Applications in computer Programming This course discusses the expectations that people have of software and introduces the techniques used to build and maintain high quality software. Students are also required to undertake a number of practical assignments. The course is intended to design and implement applets and applications using and object oriented language like Java. The course is comprised of three credit hours of lectures plus practical “hands-on” practicing of the Java language in assigned lab sessions.	3
S316	Information Systems Design (Object Oriented Information System Analysis and Design) This course is intended to address the student with an understanding of object oriented design concepts, knowledge of design terms and familiarity with design processes, tools and notations. The students work in a group to design and implement a system in a real world environment. Reusable components, managing object oriented projects and the various systems development methodologies are illustrated in the course. The course is comprised of three credit hours of lectures plus practical “hands-on” practicing of Oracle Developer in assigned lab sessions.	3
S317	New Trends (Computer Operating Systems) This course addresses the concepts, structure and mechanism of operating systems. It builds solid knowledge about modern operating systems and their related issues in both design and management directions. The course	3

Program Detailed Structure: **BACHELOR'S PROGRAM**

Course Number	Course Title and Description	Credit Hours
	introduces many optimization issues in the direction of resource usage and user satisfaction. The course is comprised of three credit hours of lectures plus practical "hands-on" practicing of Linux in assigned lab sessions.	
S327	Networks and Communication The intention of the course is to identify the functional areas of technology to be addressed, discussing the theory of how they operate as well as the major solutions in use and how the components are integrated. Topics covered include: LAN architecture, WAN architecture and network protocols. As well as switching, routing, and Internetworking and are introduced with special emphasis on network security. The course is comprised of three credit hours of lectures plus practical "hands-on" tutorials in assigned lab sessions.	3
S326	Information Systems Management (System Integration and Software Engineering) Software engineering is the discipline of developing and maintaining software systems that behave reliably and efficiently that are affordable to develop and maintain. The course is comprised of three credit hours of lectures.	3
S415	Decision Support Systems (Expert Systems/ Group Support Systems) This course reflects the fact that decision making in the real world involves decision structures, individual value judgments and uncertainty. Live decision applications involve group-work, computer software, interviewing decision makers, and testing recent advances in research. The course is comprised of three credit hours of lectures plus practical "hands-on" practicing tools such as SPSS for information analysis to help in surveys and IFPS as a tool for modeling in assigned lab sessions.	3
S416	Information Analysis (Project 1). This course is designed to be a practical course to give the students the Analyst skills and how to work in teamwork to develop Management Information Systems. Students learn how to use the systematic approach of development life cycle. The course will employ the Rapid Application Development (RAD) and Prototyping as the basic development methodology. Students will be introduced to several tools and techniques currently used in the IT industry such as Microsoft .NET. In this course the student integrates the knowledge and abilities gained.	3
S426	Information Systems Planning (MIS Field Project - Project 2) In this course, the student integrates the knowledge and abilities gained in other information systems courses in a comprehensive institution-related project. The objective of this course is to provide the student with an accessible resource that presents the key topics and subject areas that the student is likely to encounter in Project management.	3

Courses MIS Major

DETAILED STRUCTURE

Course Code: ES111

Course Title: Introduction to Information Technology

Credit Hours: 3

Course Description:

This course provides an introduction to business computer information systems. Concepts, components, and operation of computer systems will be presented, including hardware, software, communication, networking and their integration into information systems. The student will gain hands-on experience working with microcomputer applications and programming.

Course Objectives:

- Define major trends in information technology as they relate to computerized information systems.
- Introduce the components of any computer system and how they function.
- Describe the meaning of software and its categories.
- Present the concept of computer communication and networking and its motives.
- Highlight major functional applications and impact of information technology (such as the Internet) on individuals, organizations, and society.
- Hands on experience working with Microsoft Windows 98 (operating system), Word (word processor), PowerPoint (presentation), E-mail and either Internet Explorer or Netscape (Web browser) on PC compatible microcomputers to solve a variety of businesses related problems

Course Content

- **Basic Concepts & IT Careers and Certification**
 - Traditional Information technology career path
 - Differences between computer science, systems engineering, and computer information science
 - Job Titles & performances in IS departments
 - Skills IS managers are looking for in IT workers
- **Becoming fluent with computers and the Internet**
 - The importance of computer fluency
 - The four basic operations of a computer
 - Responsible computer usage
 - The difference between SS and AS
 - The Internet and internet services
- **Input and Output: Data In, Information Out**
 - The Decision-Making Process
 - Decision Making Styles
 - Making Decisions in Groups
- **Inside the System Unit**
 - Components found inside the system unit
 - How the CPU processes data
 - Types of memory
- **System Software**
 - The importance of an operating system
 - Components of a computer's system software
- **Networks**
 - Main types of computer networks
 - The importance of protocols in a computer network
 - Business applications of WANs
- **The internet**
 - The internet and its popularity
 - The most popular internet services
 - Differences between internet addresses and domain names
- **Databases and Information Systems**
 - Uses of database program
 - Basic components of a database
 - Capabilities of a database program
- **Artificial Intelligence**
 - What does Artificial Intelligence mean
 - knowledge base
- **Multimedia**
 - Multimedia Hardware
 - Multimedia Applications

Prerequisites: None

Course: *Detailed Structure*

Course Code: ES121

Course Title: Management Information System

Credit Hours: 3

Course Description:

Introduction of the technology and use of information systems in modern business organizations, including transaction processing systems, end user computing systems, management information systems, database management systems, and neural network systems. It examines the societal, ethical, legal, strategic, organizational, and personal aspects of computing and information systems.

Course Objectives:

- To acquaint the student with the conceptual foundations of management information systems;
- To introduce the student to the role of information as a major management resource in modern business organizations;
- To train the student on how to use identify management information needs, design the required information system to satisfy these needs, implement this system, construct it, operate it and evaluate its performance;
- To emphasize organization environment, technology, decision models, and performance evaluation as the major determinants of management information systems success;
- To introduce the student to the different types of computerized information systems in use in modern business organizations;

Course Content:

- **Introduction to the Computer-Based Information System.**
 - Know the main types of resources that are available to an organization.
 - Appreciate that information needs to be managed just as any other resource.
 - Understand why there is so much interest in managing information.
 - Know who are the users of computers and information..
- **Ethical Implications Of Information Systems and Information Technology.**
 - Know how to distinguish between ethical, moral, and legal behavior.
 - Understand how ethics relates to information systems.
 - Understand the importance of ethics to the information specialists.
- **The Systems Approach**
 - Appreciate the importance of problem solving.
 - Understand the relationship between problem solving and decision making.
- **Types of Information system**
 - AIS.
 - MIS
 - DSS
- **Other Topics on Regression**
 - Regression on Dummy Variables.
 - Regression on Dummy Dependent Variables.
 - Dynamic Regression.
- **Information Resources Information Systems.**
 - Organizational structure of IS.
 - IS Model
 - information resources security
- **The Virtual Office**
 - Different Application in VO.
- **Knowledge-Based Systems (KBS)**
 - What's meant by AI.
 - Difference between expert system and DSS.
 - Development of ES.
- **Executive Information Systems (EIS)**
 - characteristics of EIS
 - steps of improving EIS
- **Human Resources Information System (HRIS)**
 - the primary activities that are performed by the human resources function and how the HRIS supports them.

Prerequisites: S111

Course: *Detailed Structure*

Course Code: ES211

Course Title: Database System in Business

Credit Hours: 3

Course Description:

This course introduces the fundamental concepts necessary for the design, use, and implementation of database systems. Emphasis is on the relational data model. The entity-relationship model is used for conceptual design and the SQL is used for physical design.

Course Objectives:

- Introduce the fundamentals of database (DB) and database management systems (DBMS).
- Explain the database system development process.
- Provide the students with the fundamentals of data modeling.
- Provide in-depth knowledge of structured query language (SQL) and how it can be used to create and manipulate databases.
- Train the student on designing and implementing relational database using Oracle software.

Course Content:

- **Introduction to the database**
 - Concepts
 - Components
 - Advantage
- **The Entity-Relationship (E-R) model**
 - Types and characteristics of Entity , Attributes , Relationships
- **The relational model**
 - Relational Model structure
 - Transformation of ER to relation.
- **Normalization**
 - Functional dependency
 - 1NF, 2NF, 3NF
 - Boyce/Codd normal form
- **Structured Query Language**
 - Role of SQL in DB
 - The SQL environment
 - Advantages and disadvantages of SQL
 - DDL, DML, DCL
- **Physical design - storage details**
 - Physical database design
 - Data volume and usage analysis
 - Designing fields
 - Designing physical records
 - Designing physical files
 - Pointers
 - Access methods
- **Indexes**
 - Types of single-level ordered indexes
 - Multi-level indexes
 - Dynamic indexes
 - Primary, secondary and clustering index
- **Client/server database**
 - Client/server architecture
 - File server
 - DB server
 - 3tier architecture

Prerequisites: S121

Course: *Detailed Structure*

Course Code: S221

Course Title: Computer Application in Business

Credit Hours: 3

Course Description:

This course provides the latest information on the computer applications and impact of today's computer technology for developing computer applications in business. Also the course is intended to enable students to search, survey, understand and evaluate any type of computer applications they need to use for any reason.

Course Objectives:

- Upon completion of this course, the student should be able to: Determine his / her needs from computer applications available in the market {mainly through Internet search} for special reason and be able to evaluate its quality.

Course Content:

- **Introduction to Graphs**
 - different types of graphs by showing how each can be used to model a computer network such as: Simple Graph, Multi graphs, Pseudo graphs and Directed Graphs
- **Graph Terminology**
 - Some terminology that describes the vertices and edges of undirected graphs.
 - The Handshaking Theorem.
 - Bipartite Graphs and Complete bipartite graphs.
- **Representing Graphs and Graph Isomorphism**
 - Representing Graphs
 - Isomorphism of Graphs
- **Connectivity**
 - Paths and Cycles
 - Connectedness in Undirected Graphs
 - Paths and isomorphism
 - Counting Paths between Vertices
- **Euler and Hamilton Paths**
 - Necessary and Sufficient Conditions for Euler cycles and Paths
 - Hamilton paths and Cycles
- **Planar Graphs and Graph Coloring**
 - Planar Graphs.
 - Graph Coloring
- **Sets and Set Operations**
 - Venn's Diagram.
 - Cartesian Product
 - Set Identities.
- **Functions**
 - One-To One and Onto Functions
 - Inverse Functions and Compositions of Functions
- **Logic**
 - Propositions and truth Tables
 - Logic and Bit Operations
- **Propositional Equivalences**
 - Compound Propositions and Their Truth Values
- **Relations and Their Properties**
 - Functions and Relations
 - Relations on a Set
 - Properties of Relations

Prerequisites: S211

Course: *Detailed Structure*

Course Code: S225

Course Title: Introduction to Computer Programming

Credit Hours: 3

Course Description:

This course is the first step in problem solving and program design. It covers the software development methodology based on system approach. The course is based on Java programming language as a tool for teaching the art and the science of computer programming. Emphasizes programming solutions for business related problems.

Course Objectives:

- To introduce the art and the science of problem solving and computer programming
- To apply the software development methodology based on system approach
- To train the student on using java programming language as a high level development programming language
- To provide the student with basic programming techniques and components including control structures, selection, repetition and data structures
- To train the student on developing computer solution for business related problems

Course Content:

- **Introduction to programming languages**
 - Flowcharts
 - Language Definition
 - Language Structure
- **Software development methodology and problem solving in Java**
 - Structure Program
 - C-Libraries
 - Predefined data types
 - Variable declaration
- **Overview of java Syntax**
 - Input syntax
 - Output Syntax
 - Header Files
- **Executable statements and expressions**
 - Assignment statement
 - Mathematical Operators
 - Logical operators
- **Formatting program output and operations of operators**
 - Print if statements
 - Formatting output
 - Comments
- **Simple data types, and declarations**
 - Declaration concept
 - Simple Data types
- **Repetition –while, for , and do while statements**
 - Introduction to loops
 - For loops
 - While loops
- **Introduction to arrays**
 - Declaration of arrays
 - Modular programming
 - Introduction to functions
 - Reference by value
 - Taking input parameters.

Prerequisites: S211

Course: *Detailed Structure*

Course Code: S226

Course Title: Information System Analysis

Credit Hours: 3

Course Description:

Techniques and philosophies of systems analysis are addressed. Include traditional versus structured design methods, computer-based tools for systems analysis, workbenches, design and analysis of database systems, maintenance of existing information systems, human/machine interfaces, and security and control.

Course Objectives:

- Define the systems analyst's role and responsibilities in a typical organization.
- Define systems planning, systems analysis, systems design, systems implementation, and systems support.
- Describe a phased approach to information systems development and describe cross-life cycle activities that overlap the entire life.
- Define and perform data modeling, process modeling, and network modeling and explain their importance.
- Course then focuses on tools and techniques that the programmer or the analysts can use to document information systems.

Course Content:

▪ **The System Development Environment**

- Define information systems analysis and design
- The modern approach to systems analysis and design that combines both process and data views of systems
- The role of computer-aided software engineering (CASE) tools in systems development.

▪ **Succeeding as a Systems Analyst**

- the technical skills required of a systems analyst
- the management skills required of a systems analyst
- the interpersonal skills required of a systems analyst

▪ **Managing the Information Systems Project**

- The process of managing an information systems project
- The skills required to be an effective project manager
- Describe the skills and activities of a project manager during project initiation, project planning, project execution, and project close-down.

▪ **System Development Life Cycle**

- Description of the ISDLC
- Alternative approaches to the SDLC
- The role of computer-aided software engineering (CASE) tools in SDLC

▪ **Automated Tools for Systems Development**

- Identify the trade-offs when using CASE to support systems development activities
- Describe organizational forces for and against the adoption of CASE tools.
- Describe the role of CASE tools and how they are used to support activities within the SDLC.

▪ **Structuring System Requirements**

- Logic Modeling
- Conceptual Data Modeling
- Process Modeling
- The Decomposition Diagrammer
- The Association Matrix Diagrammer

Prerequisites: S211

Course: *Detailed Structure*

Course Code: S325

Course Title: Project Information System(Advanced Database

Credit Hours: 3

Course Description:

Provides the student majoring MIS with in-depth understanding of the design and implementation of modern database systems.

Course Objectives:

- Present advanced concepts in ER modeling.
- Explain the fundamentals of object oriented modeling and object oriented database development.
- Provide in-depth understanding of query optimization techniques.
- Present topics related to transaction processing and recovery.
- Thorough elaboration of the data warehousing technology.
- Thorough elaboration of the data mining techniques.
- Train the student to become proficient in modeling databases at conceptual and physical levels of design.

Course Content:

- **Fundamental database concepts' review and the ER-Model**
 - Definition of DB, DBMS, and DBS.
 - The DB development phases
 - The conceptual phase
 - The ER-D
- **The EER-D and the relational DB model**
 - Supertype/Subtype relationship
 - Introduction to the relational model
 - Mapping ER-D and EERD into relational database
- **SQL**
 - SQL benefits and drawbacks
 - The role of SQL during the DB development phases
 - DDL, DML, and DCL
- **Relational Algebra**
 - Cod's definition of the relational algebra
 - The 8 basic operators and others
 - The Closure property
- **Transaction Management and Recovery**
 - Transaction and System Concepts
 - Desirable Properties of Transactions
 - Characterizing Schedules based on Recoverability and serializability
- **Query processing and optimization**
 - Basic algorithms for executing query operations
 - External sorting
 - Using heuristics in query optimization
 - Semantic query optimization
- **Object-Oriented Database**
 - Identity, objects structures, and type constructors.
 - Encapsulation, Inheritance, Type hierarchies, multiple inheritance, Polymorphism and Abstract class.
 - UML.
- **Data warehouse technology**
 - H/W requirements and S/W requirements.
 - DW and the Client/Server architecture.
 - Star Schema structure.
 - Snowflake structure.
- **Introduction to Data Mining Techniques**
 - The difference between Data mining and KDD
 - The relationship between data mining and data warehousing

Prerequisites: S225

Course: *Detailed Structure*

Course Code: S315

Course Title: Applications in computer Programming

Credit Hours: 3

Course Description:

In this course, the student integrates the knowledge and abilities gained in other information systems courses in a comprehensive institution-related project.

Course Objectives:

- The objective of this course is to provide the student with an accessible resource that presents the key topics and subject areas that he or she is likely to encounter in Project management.
- The course will covers:
- Introduction to project management provides a brief overview and some historical background on project management and its overall evolution.
- Principles of project management
- The project management lifecycle categorizes the project by phase
- Project management Techniques

Course Content:

- **Java Programming Language Overview**
 - The Creation of Java
 - Java Applets and Applications
 - Object-Oriented Programming
 - Using Blocks of Code
- **Data Types, Variables, and Operators**
 - The Simple Types
 - Type Conversion and Casting
 - Boolean Logical Operators
- **Control Statements**
 - Java's Selection Statements
 - If, switch, While, do-while, For
 - Some for Loop Variations
- **Arrays**
 - One-Dimensional Arrays, Multidimensional Arrays.
 - Alternative Array Declaration Syntax
 - A Few Words About Strings
- **Introducing Classes and Methods**
 - Class Fundamentals, the General Form of a Class, Declaring Objects, Assigning Object Reference Variables
 - Introducing Methods, Constructors, Parameterized Constructors
- **Encapsulation**
 - Setters and Getters Methods
 - Overloading Methods
 - Overloading Constructors
- **Inheritance**
 - Creating a Multilevel Hierarchy
 - Method Overriding , Using Abstract Classes , The Object Class
 - Exceptions
 - :Packages and Interfaces Overview – Event Handling Programming
- **Java Swing Library**
 - Graphics contexts and Graphics Objects
 - Color Control, Font Control, Java2D Shapes.

Prerequisites: S225

Course: *Detailed Structure*

Course Code: S316

Course Title: Information Systems Design (Object Oriented Information System Analysis and Design)

Credit Hours: 3

Course Description:

This course is intended to provide you with an understanding of design concepts, knowledge of design terms, and familiarity with design processes, tools, and notations. It is not intended to make you a software designer, because effective design requires considerable experience in software development. It is intended to help you, as a potential business systems analyst, to communicate efficiently and accurately with software development staff, including designers and programmers. It requires the student, usually working in a group, to design and implement a system in a real-world environment. Advanced design concepts are presented to support the students in their project work.

Course Objectives:

- Building a solid understanding of system design and implementation phases of SDLC.
- Introducing several tools & techniques used in systems design & implementation.
- Emphasizing the use of systematic and structured methodologies.

Course Content:

- **Introduction to Object Orientation**
 - Introduction to Software Engineering, CASE tools and UML.
 - Understanding the Object Paradigm
 - Advantages of Object Oriented Analysis and Design
- **Fundamentals of Object orientation**
 - Learn about objects, classes, attributes and methods
 - Understand inheritance and polymorphism
 - Learn about abstraction and encapsulation
- **Object Oriented Analysis I**
 - Learn about pre-analysis activities
 - Learn about gathering information tasks
 - Determine what makes an object
 - Recording analysis, Analysis documents
 - Use-case analysis
- **Object Oriented Analysis II**
 - Learn to prepare class diagrams, state-chart diagrams, and class relationship diagrams
- **Object Oriented Analysis III**
 - Learn to prepare collaboration diagrams, activity diagrams, and sequence scripts/diagrams
- **Object Oriented Design I**
 - Learn about abstract classes, API, templates.
 - Learn the principles and metrics of good design
- **Object Oriented Design II**
 - Learn about global objects, implementation decision alternatives, virtual methods, and copy constructor
- **Object Oriented Design III**
 - Learn about implementing association, process objects, delegation of responsibility and method responsibility
- **Advanced Object Oriented Analysis and Design Topics I**
 - Learn about reference counting, exposing the interface, MVC,
- **Advanced Object Oriented Analysis and Design Topics II**
 - Learn about threading
 - Learn about synchronizing resources
 - Learn about deadlock
 - Learn about the advanced API construct
- **Advanced Object Oriented Analysis and Design Topics III**
 - Learn about the friend construct
 - Learn about multiple inheritance problems
 - Learn about the misused inheritance problems

Prerequisites: S226

Course: *Detailed Structure*

Course Code: S317

Course Title: New Trends (Computer Operating Systems)

Credit Hours: 3

Course Description:

This course introduces the concept, structure and the mechanisms of operating system. It gives the student a complete view about the components of any operating system and the relations among these components. The course is targeting towards building a solid knowledge about modern operating systems and their related issues in both design and management directions. The course studies many optimization issues in the direction of resource usage and user satisfaction. A case study introduced and used through out the course to make the audience familiar with the issues discussed in the course.

Course Objectives:

- Introduce the computer system architecture – introduce the history, objectives, and functions of any OS.
- Present the concept of process and its description and control.
- Define the concurrency problem.
- Describe the memory management techniques and virtual memory.
- Describe the processor scheduling techniques.
- Introduce the scheduling techniques used in I/O management.
- Describe the management and organization of files.
- Introduce the concept of network and distributed processing.
- Describe the security issues.

Course Content:

- **computer system overview**
 - Basic elements
 - Processor registers
 - Instruction execution
 - I/O communication Techniques
- **Operating System Overview**
 - Operating system objectives and functions
 - The evolution of operating systems
 - Characteristics of modern operating systems
- **Process Description and control**
 - Process states, Process control and Process description
- **Threads ,SMP,and Microkernel**
 - Processes and threads
 - Microkernel
 - Symantec multi processing
- **: Mutual Exclusion and Synchronization**
 - Principles of concurrency
 - Semaphores, Message passing and Readers / writers problem
- **Concurrency deadlock and starvation**
 - Principles of Deadlock
 - Deadlock Prevention, Avoidance, Detection
 - An Integrated Deadlock Strategy
- **Memory Management**
 - Memory management requirements
 - Operating system software
 - Unix and solaris memory management
- **Virtual Memory**
 - Hardware and control structures
 - Operating system software
- **uniprocessor scheduling**
 - Types of scheduling
 - Scheduling algorithms
 - Traditional UNIX scheduling
- **Multiprocessor Scheduling**
 - Real-time Scheduling
 - UNIX Scheduling
 - Windows NT Scheduling

Prerequisites: S211

Course: *Detailed Structure*

Course Code: S327

Course Title: Networks and Communication

Credit Hours: 3

Course Description:

The technical and managerial aspects of telecommunications and networks as they apply to the business environment are discussed. Issues include: communications components and services, local area network architecture, managerial implementations, organizational issues, and cost/benefits analysis.

Course Objectives:

- Designing networks
- Managing networks and using network management software
- Getting students familiar with most types of Protocols
- Designing and Building WEB sites

Course Content:

- **Basic Concepts and Principles**
 - Voice and Video Communication
 - Analog and Digital Communication
 - Packet switched Data Network
 - LANs and WANs
- **Layered communication for Internet access**
 - Hybrid TCP/IP OS, standard architecture
 - Application layer when HTTP is used
 - Transport layer when TCP is used
 - Internet layer when IP is used
- **Physical layer concepts**
 - Closed media definition
 - Propagation effects in closed media
 - Closed media, Radio propagation
- **Services, modems and translation devices**
 - Modem forms-standards
 - ISDN
 - Translation devices
 - DSL modems
- **A small PC network**
 - LAN elements
 - Application Layer Services
 - Internet Access
- **Ethernet layers standards**
 - Ethernet 802.3 physical layer standards and frame format
- **Ethernet switched networks**
 - Larger Ethernet Hub Networks
 - Ethernet switched Networks
 - Ethernet switch Hierarchies and single possible paths
- **Wide area networks**
 - Leased line networking
 - Public switched data networks
 - Frame structure
- **Network security**
 - Types of Firewalls
 - Intrusion detection
 - Denial-of-Service (DoS) Flooding Attack
 - Virus attacks
- **Networked applications**
 - Electronic mail
 - IP telephony

Prerequisites: S317

Course: *Detailed Structure*

Course Code: S326

Course Title: Information Systems Management (System Integration and Software Engineering)

Credit Hours: 3

Course Description:

The aim of this course is introducing software engineering concepts. Software engineering is the discipline of developing and maintaining software systems that behave reliably and efficiently as well as being affordable to develop and maintain.

Course Objectives:

- The course objective is teaching students how to develop efficient software by using quality assurance, testing and project management tools

Course Content:

- **Systems Development Life Cycle (SDLC)**
 - Information systems role in the organization
 - Systems Development Life Cycle Phases
 - User roles in Systems Development Life Cycle
- **The Software Processes**
 - Software Process Models
 - Process Iteration
 - Process Activities
 - The Rational Unified Process
- **Project Management: Project Planning**
 - Management activities
 - The project plan
 - Milestones and deliverables
- **Project Management: Scheduling and Risk Management**
 - Bar charts, Activity networks, Risk identification, Risk analysis, Risk planning and Risk monitoring
- **Rapid Software Development: Agile methods**
 - Agile Methods
 - Extreme programming
- **Rapid Software Development: Prototyping and RAD**
 - Rapid application development
 - Software prototyping
- **Quality Management**
 - Process and product quality
 - Quality assurance and standards
 - Quality planning and control
- **Software measurement and metrics**
 - The measurement process
 - Product metrics
 - Analysis of measurements
- **Software Testing: System Testing**
 - Testing phases in the software process
 - Integration testing
 - Release testing
- **Verification and Validation**
 - Planning verification and validation
 - Software inspections
 - Automated static analysis
- **Object- Oriented Concepts**
 - The Object-oriented paradigm
 - Finalizing the object definition

Prerequisites: S315, S316

Course: *Detailed Structure*

Course Code: S415

Course Title: Decision Support Systems (Expert Systems/ Group Support Systems)

Credit Hours: 3

Course Description:

Understanding and utilizing the concepts of Decision Support Systems (DSS) to support managerial decision-making. It covers an integrated interdisciplinary collection of subjects: DSS components, DSS technology levels, managerial cognitive styles, DSS development. And the use of modeling languages. Applications of decision support systems, executive information systems and expert systems in a business environment are studied. Relationships between decision support systems, Knowledge-base systems, data user machine interface system management and model management are explored.

Course Objectives:

- To acquaint the student with the conceptual foundations of decision support systems;
- To train the student on how to identify the informational needs of an organization and propose appropriate managerial models to help analyzing different business scenarios, develop feasible solutions, interpret results, and suggest possible decisions;
- To train the student on how to use computerized analysis aids to enhance the management decision making processes for major functional areas in an organization;
- To emphasize organization environment, technology, decision models, and performance evaluation as the major determinants of decision support systems success;

Course Content:

- **Management Support Systems overview**
 - Information systems
 - Managers and decision making
 - Computerized support
- **Decision Making Systems**
 - Systems, Models, Intelligence Phase, Design Phase, Choice Phase, Implementation Phase.
 - Decision Making Styles
- **DSS**
 - What is DSS?
 - Characteristics and capabilities of DSS
 - Components of DSS
- **Group DSS**
 - GDSS Definition
 - Decision making in groups
 - GDSS technologies
 - GDSS challenges
- **Model Management**
 - Types of models
 - Level of models in organizations
- **Modeling Analysis**
 - Linear Programming
 - Decision Trees
 - Simulation
- **Probabilities**
 - Simple probability
 - Binomial probability
 - Probability distributions
- **Knowledge acquisition and validation**
 - Knowledge engineering
 - Knowledge types
 - The components of KM
- **Knowledge Representation**
 - Introduction to Knowledge representation
 - Truth tables
 - Decision tables
- **Inference Techniques**
 - Reasoning in AI
 - Inferencing with frames
 - Model based reasoning

Prerequisites: S325

Course: *Detailed Structure*

Course Code: S416

Course Title: Information Analysis (Project 1).

Credit Hours: 3

Course Description:

These courses are designed to be a practical course to give the students the Analyst skills and how to work in teamwork to develop Management Information System. Students learn how to use the systematic approach of development life cycle. The course will employ the Rapid Application Development (RAD) and Prototyping as the basic development methodology.

Course Objectives:

- will cover the Project Planning, Systems Analysis and the Conceptual Design activities. Students have to prepare a prototype for the recommended Design solution.

Course Content:

- First Part of Graduation Project (Analysis Phase)

Prerequisites: S315, S316

Course: *Detailed Structure*

Course Code: S426

Course Title: Information Systems Planning (MIS Field Project - Project 2)

Credit Hours: 3

Course Description:

In this course, the student integrates the knowledge and abilities gained in other information systems courses in a comprehensive institution-related project.

Course Objectives:

- The objective of this course is to provide the student with an accessible resource that presents the key topics and subject areas that he or she is likely to encounter in Project management.
- The course will covers:
- Introduction to project management provides a brief overview and some historical background on project management and its overall evolution.
- Principles of project management
- The project management lifecycle categorizes the project by phase
- Project management Techniques

Course Content:

- Second Part of Graduation Project (Design Phase)

Prerequisites:S416

Courses References

Course No.	Course Title	Course Reference
S111	Introduction to Information Technology	○ Computers 12th Edition by Larry Long and Nancy long Prentice- Hall, Inc
S121	Management Information Systems	○ Essentials of Management Information Systems, 7th Ed., Kenneth Laudon and Jane Laudon. Prentice Hall.
S211	Database Systems in Business	○ Modern Database Management, 7th Edition. Authors: Jeffery Hoffer, Mary Prescott, and Fred McFadden. Prentice Hall, New Jersey.
S221	Computer Applications in Business	○ Business Driven Technology, 1st edition, by Stephen Haag, Paige Baltzan and Amy Phillips. Mc graw-hill/Irwin
S225	Introduction to Computer Programming	○ Herbert, Schildt. , The Complete Reference Java2. Last edition. Mc graw-hill
S226	Information Systems Analysis	○ Kenneth E. Kendall & Julie E. Kendall. Systems Analysis and Design, 6th Edition. Prentice Hall International Editors
S325	Projects Information Systems (Advanced Database)	○ Fundamentals of DataBase Systems by Ramez ELmasri, shamkant B. Navathe Publisher: Pearson Addison Wesley; 4 edition
S315	Applications in computer Programming	○ Java How to Program , H.M.Deitel and P.J.Deitel, Published by Prentice Hall , 6 th edition
S316	Information Systems Design (Object Oriented Information System Analysis and Design)	○ G.joey, B.Dinesh, V.Joseph and H.Jeffrey. Object Oriented System Analysis and Design. Prentice Hall International Editors, 2004.
S317	New Trends (Computer Operating Systems)	○ Operating system: Internal and design– William Stallings, prentice – Hall,5 th Edition, 2004
S327	Networks and Communication	○ Business Data Communications and Networking by Raymond R. Panko, Prentice-Hall, Inc
S326	Information Systems Management (System Integration and Software Engineering)	○ Software Engineering by SommerVille , 7th edition (2004)
S415	Decision Support Systems (Expert Systems/ Group Support Systems)	○ Decision Support Systems and Intelligent Systems by Efraim Turban

Courses References

Course No.	Course Title	Course Reference
		and Jay E. Aronson. , 7th edition

Program Detailed Structure E-Commerce Major

BACHELOR'S PROGRAM

Undergraduate Program: Program Structure

MAJOR COURSES		
Course Code	Course Title	Credit Hours
CR115	Discrete Mathematics	3
CR226	Introduction to E-Business	3
CR315	E-Business Strategies& Applications	3
CR316	Internet Finance	3
CR317	Information Retrieval & Search Engines	3
CR325	Internet Programming	3
CR326	Internet Marketing	3
CR327	Project Management	3
CR415	Information Security	3
CR416	Web Site Development	3
CR417	Intelligent Computing for Business	3
CR418	E-Logistics	3
CR425	New Trends in E-Business Applications	3
CR426	Graduation Project	6
Total	14 courses * credit Hours	45
MAJOR COURSES OFFERED BY MIS DEPARTMENT		
Course Code	Course Title	Credit Hours
S225	Introduction to Computer Programming	3
S226	Information systems Analysis	3
S315	Applications in Computer Programming.	3
S317	New Trends (Operating System)	3
S325	Projects' Information Systems (Advanced Data Bases)	3
S327	Networks and Communication	3
S415	Decision Support Systems	3
Total	7 courses * 3 credit Hours	21

Undergraduate Program: Program Structure

	Major Courses	
EC offered	14 courses * credit Hours	45
MIS offered	7 courses * 3 credit Hours	21
Major Total	20 courses * 3 credit Hours	66

CORE COURSES		
Course Code	Course Title	Credit Hours
B127	Mathematics (1)	3
LH182	English for Business (1)	3
Y111	Introduction to Financial Accounting (1)	3
S111	Int. to Inf. Technology	3
A111	Principles of Management (1)	3
I111	Micro Economics	3
A121	Principles of Management (2)	3
S121	Management Information Systems	3
LH183	English for Business (2)	3
Y121	Introduction to Financial Accounting (2)	3
I121	Macro Economics	3
A213	Statistics	3
A211	Principles of Marketing	3
S211	Data Bases	3
A212	Organizational Behavior	3
Y222	Accounting Information Systems	3
A221	Operations Research	3
A311	Human Resource Management	3
I313	Economics of Money and Banking	3
A312	Financial Management	3
A321	Production and Operations Mgt.	3
A325	International Business Adm.	3
W321	Business Law	3
A421	Strategic Management	3
I425	Feasibility Studies	3
Total	25 courses * 3 credit Hours	75

Elective Courses (1 selected courses)		
Course Code	Course Title	Credit Hours
CR414	E-Government	3
CR412	Human Computer Interaction	3
CR411	Multimedia Technologies	3
CR413	M-Commerce	3
Total	1 courses * 3 credit Hours	3

Total	144
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Program Detailed Structure E-Commerce Major

BACHELOR'S PROGRAM

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	
CR115	Discrete Mathematics This Course aims to introduce students to some basic mathematical concepts, such as sets and functions. The course also presents the idea of an algorithm; a description of how to perform certain calculations. The course covers those topics: truth tables, sets and functions, algorithms, relations, graph theory, trees, network models, and optimization.	3
CR226	Introduction to E-Business This subject provides a detailed overview of the concepts and processes used in doing business electronically. This will include information exchange processes (EDI) and inter- and intra-organizational communications; electronic exchange and business including EFT, smart cards and electronic money; security issues and networks; internets, intranets and extranets; business models and e-commerce; the internet customer and marketing; economics and e-commerce; taxation, business and exchange issues in e-commerce; legal and ethical issues in e-commerce.	3
CR317	Information Retrieval and Search engines This course is focused on the way information is stored, retrieved, and displayed. Simple bibliographic databases are giving way to unregulated and unorganized multimedia data repositories, which can give the user great difficulty when searching for information. This course shows how to handle full-text, graphics, video and audio, and how to distribute these massive databases over networks. The course will focus on theoretical development of information retrieval system for multimedia contents as well as practical design and implementation issues associated with Internet search engines. Topics include probabilistic retrieval, relevance feedback, indexing of multimedia data, and applications in e-commerce.	3
CR315	E-Business Strategies & Application This course aims at providing students with concepts related to the impact of E-commerce on strategic planning and implementation in business organization. Students learn how to use E-commerce as a competitive tools and how to reflect strategic objectives in the design and implementation of the organization's web site.	3
CR316	Internet Finance Every business day, banks, brokerage houses, and other institutions transfer millions of dollars around the globe at the speed of light. Yet the financial services industry has just begun to harness the power of the worldwide network known as the Internet. Banking and Finance on the Internet offers bankers, mutual fund managers, and other financial services decision-makers insight on crafting effective online commerce strategies of their own. With topics by authorities from the worlds of electronic commerce and academia, Banking and	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	
	Finance on the Internet addresses the most pressing online financial topics	
CR325	Internet Programming Learn the essentials of working with the most important web technologies. Concentrating on immediately useful code rather than theory. The course presents JavaScript and Web Site design as well as the latest developments in scripting languages. The student learns through practical and hands-on practice.	3
CR326	Internet Marketing This course discusses the basic fundamentals of Internet marketing, the impact of Web design, and strategies and tactics to use when doing business through the Internet. It also explains the unique capabilities of electronic networking. It explores key marketing concepts in the context of today's digital/Internet environment.	3
CR327	Project Management This course aims at introducing the knowledge and skills required for managing a project. Each phase is learned through a series of exercises, and practiced using a descriptive technique. Topics will include enterprise organizational solution discovery, project leadership, team formation, and motivational approaches.	3
CR413	M-Commerce This course focuses on the impact of mobility on E-commerce. First, it introduces m-commerce as an extension to E-commerce based on the use of mobile devices and related technologies. An investigation in m-commerce business models, value chain, and business applications are then presented. And finally, a discussion of the technical and social aspects of m-commerce such as Mobile Security, Mobile Payments, and Mobile Privacy are presented. Since location is natural dimension of mobility, the course discusses technologies related to location such as spatial databases and location-based services.	3
CR418	E-Logistics Strategic supply chain management is a key competitive necessity in today's business arena. This course explains what corporate decision-makers need to know to create value and competitive advantage from their supply chains. In this course students study the components of the entire supply chain. Emphasis on collaboration and planning related to major functional areas required to organize the flow of products from inception through delivery to satisfy final customer needs.	3
CR416	Web Site Development This course covers everything from basic html tagging, JavaScript, and XHTML, to banner ads and interactive e-commerce sites. The course covers basic web	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	
	site design, navigation, and construction. This course covers those topics: HTML, JavaScript, page layout, site navigation, cascading style sheets, server-side includes, designing search engines, and site testing.	
CR414	E-government This course handles the E-government details from a practical point of view. The course is focused on real implementation from within the Middle East, especially in Egypt, and in the rest of the world. Cases from different countries considered to be pioneers in developing innovative e-governance applications are analyzed.	3
CR415	Information Security In today's open societies people share and transfer information 24*7; while doing do one of the very important factors to consider is information security. This course covers the following topics: computer security; data integrity and privacy; operational security; organizational aspects and economics; physical security; identification and authentication; electronic and electromagnetic tampering; hardware security; memory protection; hardware realization of software functions; encryption; cryptography; transformation systems; operating system security; database security; network security. One of the very hot topics in security is the critical information infrastructure protection (CIIP) plans. The course focuses on CIIP plans and their implementation in various countries around the world.	3
CR411	Multimedia Technologies This course takes advantage of the latest Web, hardware, and software technologies, and produce powerful multimedia. It is a kind of a comprehensive, step-by-step guide to creating effective multimedia. It explains all about the components and processes then helps you complete projects from simple boardroom presentations to dynamic corporate CD-ROMs to Web sites that come alive.	3
CR412	Human Computer Interaction This course aims at providing student with knowledge on Color Theory and Modeling for Computer Graphics, Visualization, and Multimedia Applications deals with color vision and visual computing. This course provides an overview of the human visual system with an emphasis on color vision and perception. The course then goes on to discuss how human color vision and perception are applied in several applications using computer-generated displays, such as computer graphics and information and data visualization.	3

Program Detailed Structure: Bachelor's Program

Course Number	Course Title and Description	
CR425	New Trends in E-Business Applications This course is a real-world guide to the essential principles of knowledge management. It shows how KM and CRM technologies work, and how they impact the IT infrastructure. Also shows how to use team-building and goal-setting exercises to create excellent KM/CRM projects, and how to align e-business strategy and technology choices.	3

Courses E-Commerce Major

DETAILED STRUCTURE

Course: *Detailed Structure*

Course Code: CR115

Course Title: Discrete Mathematics

Credit Hours: 3

Course Description:

This Course aims to introduce students to some basic mathematical concepts, such as sets and functions. The course also presents the idea of an algorithm; a description of how to perform certain calculations. The course covers those topics: truth tables, sets and functions, algorithms, relations, graph theory, trees, network models, and optimization.

Course Objective:

This course provides foundation materials and builds basic mathematical skills for several courses in the areas of programming, intelligent computing, data communications and networking.

Course Content:

-
- **Course Overview, Course Outline & Logic**
 - Over viewing Course topics and outline
 - Discussing propositions
 - Understanding ways of combining propositions using implications
 - Logic and bit operations
- **Logical Equivalence**
 - Understanding propositional equivalence
- **Predicates and Quantifiers**
 - Discussing the creation of propositions from propositional functions using quantifiers.
 - Understanding universal and existential quantifiers
- **Sets**
 - Understanding Sets
 -
 - - Studying the power sets
 - - Applying Cartesian products
 -
- **Functions**
 - Introduction to functions
 - One-To-One ONTO functions
 - Inverse functions and compositions of functions
 - Graphs of functions
- **Relations and their properties**
 - Functions as relations
 - Relations on a Set
 - Properties of relations
 - Combining relations
-
- **N-ary Relations and their applications**
 - n-ary relations
 - Databases and relations
 - Operations on n-ary relations
- **Representing relations**
 - Representing relations using matrices
 - Representing relations using directed graphs
- **Introduction to Graphs**
 - Introduction to graphs
 - Types of graphs (simple, multi, pseudo, directed, directed multigraph)
- **Graph Terminology**
 - Discussing basic graph terminologies
 - Understanding the hand-shaking theorem
 - Studying some special simple graphs
 - Bipartite graphs
- **Representing Graphs and Graph Isomorphism**
 - Showing various techniques to represent graphs
 - Adjacency graphs
 - Incidence matrices
 - Understanding graph isomorphism
-
- **Connectivity**
 - Understanding graph modeling using paths
 - Applying shortest path problems
 - Euler and Hamilton paths

Perquisites: B127

Course: *Detailed Structure*

Course Code: CR226

Credit Hours: 3

Course Title: Introduction to E-Business

Course Description:

This subject provides a detailed overview of the concepts and processes used in doing business electronically. This will include information exchange processes (EDI) and inter- and intra-organizational communications; electronic exchange and business including EFT, smart cards and electronic money; security issues and networks; internets, intranets and extranets; business models and e-commerce; the internet customer and marketing; economics and e-commerce; taxation, business and exchange issues in e-commerce; legal and ethical issues in e-commerce.

Course Objective:

This course teaches students the very basic concepts of E-commerce and E-Business. It represents a pre-requisite for understanding the materials in most of the advanced courses. Moreover, this course ties the different courses by presenting the business processes and infrastructure that connect them.

Course Content:

- **Overview of Electronic Commerce**
 - Electronic Commerce: Definitions and Concepts
 - The Dimensions of Electronic Commerce
 - The EC Framework, Classification, and Content
 - Classification of EC by Transactions or Interactions
 - E-commerce Business Models
 - Common Revenue Models
 - Benefits and Limitations of EC
- **E-MARKETPLACES: STRUCTURE, MECHANISMS, ECONOMICS, AND IMPACTS**
 - Marketspace Components , Types of Electronic Markets
 - Information Portals
 - Intermediation and Syndication in E-Commerce
 - Electronic Catalogs
 - Auctions as EC Market Mechanisms
 - Bartering and Negotiating Online
- **Retailing in Electronic Commerce**
 - Internet Marketing and Electronic Retailing (E-Tailing)
 - E-Tailing Business Models
 - Employment Placement and the Job Market
- **Company centric B2B and E-Procurement**
 - B2B Concept, Characteristics and Transactions
 - Sell Side Marketplace, buy side Marketplace
 - Exchange and Collaborative Commerce
- **Public B2B Exchanges And Portal**
 - B2B ELECTRONIC EXCHANGES and PORTALS
 - Building and Integrating Marketplaces and Exchanges
 - Private versus Public Exchanges
 - Software agents in B2B exchanges
 - Critical Success Factors for B2B exchanges
- **E-Government , E-Learning and other EC Application**
 - E-Government: Overview
 - Government-to-Citizens, Government-to-business
 - Government E-procurement
 - Government-to-Government, Government-to-Employees
 - The Effect of E-commerce forces on Education
 - Benefits, Drawbacks and Challenges of E-learning
- **E-Commerce Security**
 - The Accelerating Need for E-commerce Security
 - Types of Threats and Attacks
 - Security Risk Management
 - Securing EC communications
 - Public Key Infrastructure (PKI)
 - Major classes of encryption systems
- **Launching Successful Online Business**
 - Building the Web Site
 - Web site design, construction and promotion

Course: *Detailed Structure*

Prerequisites: C211

Course Code: CR315 **Course Title:** E-Business Strategies & Application
Credit Hours: 3

Course Description:

This course aims at providing students with concepts related to the impact of E-commerce on strategic planning and implementation in business organization. Students learn how to use E-commerce as a competitive tools and how to reflect strategic objectives in the design and implementation of the organization's web site.

Course Objective:

This course provides an important link between E-commerce development process and organizational strategy. The course builds on student's understanding of the strategic planning. The course emphasizes the impact of E-commerce on strategic planning and on using the skills learned in technical courses to support a good strategy development and implementation.

Course Content:

- **Framework for e-Commerce**
 - Distinct Categories of e-Commerce
 - Strategy Making in a Rapidly Changing Environment
 - Classic Framework for Strategy Management
 - New Views of e-Commerce Strategy
 - A Comprehensive Framework
 - The Context of Strategy Formulation e-Commerce Strategy
- **Market Opportunity Analysis**
 - Unique Market Opportunity Analysis for Online Firms
 - Framework for Market Opportunity
 - Identify Specific Customers and Segmentation Approaches
 - Assess the Resources of the Company to Deliver the Offering
 - Assessing Market Readiness of Technology
 - Assessing Opportunity Attractiveness
- **Business Models**
 - Components of a Business Model
 - Map product onto customer decision process
 - Revenue Models
 - Online Business Models
- **Customer Interface**
 - Map of 7Cs Framework
- **Market Communications and Branding**
 - Integrating Communications and Branding
 - Framework for Marketing Communications
 - A Simple Conceptual Model of Brand Equity
 - Similarities and Differences between Offline Vs. Online Branding
- **Implementation**
 - Framework for Implementation
 - Implementation Challenges for Online Firms
 - Implementation Mistakes Made by Companies
 - Four Types of Online Supply Chains
 - Generic Organizational Culture Types
- **Metrics**
 - Current Challenges to Specifying Metrics for Online Businesses
 - Assessing the Health of Online Firms
 - Metrics for Seamless Online / Offline Customer Purchase Process

Prerequisites: S327

Course: *Detailed Structure*

Course Code: CR316
Credit Hours: 3
Course Description:

Course Title: Internet Finance

Every business day, banks, brokerage houses, and other institutions transfer millions of dollars around the globe at the speed of light. Yet the financial services industry has just begun to harness the power of the worldwide network known as the Internet. Banking and Finance on the Internet offers bankers, mutual fund managers, and other financial services decision-makers insight on crafting effective online commerce strategies of their own. With topics by authorities from the worlds of electronic commerce and academia, Banking and Finance on the Internet addresses the most pressing online financial services topics.

Course Objective:

This course teaches students how financial processes are conducted using computer networks. The course builds on basic concepts of finance and E-business to provide and integrated view of electronic financial services.

Course Content:

- **An overview of the E-Business**
 - The structure and the scope of the E-business suite
 - Accounting Methods
 - Operational Control
 - The Package Families
 - The benefits of implementing oracle E-business suite
- **Implementing the E-Business suite**
 - Capture the financial information relevant to your business
 - Meeting the varied needs of complex organization
 - Financial in the global business environment
- **Oracle General Ledger**
 - The heart of your accounting system
 - Accounting Flex field design
 - General ledger reporting
- **Budgeting and Allocation**
 - Difference between financial and management accounting
 - The limitations of financial accounting
 - Different types of reports
 - Bridging the gap
 - Budgeting
 - Allocations
- **Oracle Payables**
 - Purposes of a payables system
 - Innovation uses of oracle payables
 - Overview of payables in your business
 - Timing your liability
 - The payables workflow
 - The payables cycle
 - Supplier Data
- **Oracle Receivables**
 - Oracle receivables and your AR business processes
 - Creating and managing the customer database
 - Transactions
 - Customer Follow-up
 - Integration with other modules
 - Advanced Features
- **Oracle cash Management**
 - The need for cash management
 - Cash management interfaces
 - The cash management data model
- **Oracle Assets**
 - Registering and tracking assets
 - Depreciation
 - Leased assets
 - Capital Budgeting
 - Converting to oracle assets
 - Trade offs between record keeping and reporting

Perquisites: A312- CR226

Course: *Detailed Structure*

Course Code: CR317

Course Title: Information Retrieval and Search Engines

Credit Hours: 3

Course Description:

This course is focused on the way information is stored, retrieved, and displayed. Simple bibliographic databases are giving way to unregulated and unorganized multimedia data repositories, which can give the user great difficulty when searching for information. This course shows how to handle full-text, graphics, video and audio, and how to distribute these massive databases over networks. The course will focus on theoretical development of information retrieval system for multimedia contents as well as practical design and implementation issues associated with Internet search engines. Topics include probabilistic retrieval, relevance feedback, indexing of multimedia data, and applications in e-commerce.

Course Objective:

This course plays an important role on improving student understanding of technical concepts on the inner work of search engines and Web servers. The students should be able to benefit from these concepts in designing optimized web sites. It also help student understand how to achieve goals such as improving the ranking of the organization in the search results which is important for achieving the marketing goals of the organization.

Course Content:

- **Introduction to IR**
 - Explain the Basic Concepts in IR
 - Understand the Developments in IR in the Past and Future
 - Explain the Retrieval Process
- **Modeling of Information Retrieval**
 - Describe the Taxonomy of Information Retrieval Models
 - Explain Ad Hoc and Filtering
 - Formally Characterize IR Models
- **Classic Information Retrieval**
 - Explain the Basic Concepts
 - Describe Boolean Model
 - Describe the Vector Model
 - Describe Probabilistic Model
 - Compare Classic Models
- **Retrieval Evaluation**
 - Understand the Retrieval Performance Evaluation
 - Explain how to compute Recall and Precision
 - Describe Alternative Measures
- **Query Languages**
 - Describe Keyword Based Queries
 - Explain How Single Word Queries Work
 - Explain What are Context Queries and How They Work
 - Explain How Boolean Queries Work
 - Describe the Issues in Natural Language Queries
- **Text and Multimedia Languages and Properties**
 - Understand What Metadata is
 - Contrast Text Formats
 - Briefly Describe Information Theory
 - Describe Similarity Models
- **Text and Multimedia Languages and Properties II**
 - Explain the term Multimedia
 - Understand the Different Multimedia Formats
 - Describe Textual Images
 - Describe Images and Virtual Reality
 - Describe HyTime
- **Text Retrieval**
 - Describe Lexical Analysis of Documents
 - Describe How to Eliminate Stop Words
 - Describe What Stemming is
 - Describe Term Selection from Indexes
 - Describe Thesaurus

Prerequisites: CR115- S225- CR226

Course: *Detailed Structure*

Course Code: CR325
Credit Hours: 3

Course Title: Internet Programming

Course Description:

Learn the essentials of working with the most important web technologies. Concentrating on immediately useful code rather than theory. The course presents JavaScript and Web Site design as well as the latest developments in scripting languages. The student learns through practical and hands-on practice.

Course Objective:

This course provides students with the essential skills of building Web sites. This course serves as foundation for several multi-disciplinary courses that utilize Web Site technologies in achieving managerial goals. It also helps students in accomplishing their graduation projects.

Course Content:

- **Internet Fundamentals**
 - Introduction
 - Internet infrastructure
 - Services and Protocols
 - Internet Architecture
 - Addressing
 - The World Wide Web
- **Building a Web Page with HTML**
 - Building a Web Page
 - Enhancing the Web Page
 - Tables
- **XML and XHTML**
 - HTML vs. XML
 - XML in the Real World
- **Markup Transformations**
 - XSLT
 - Processing Instructions
 - Cascading Style Sheets
 - Style Sheets
 - Formatting with CSS
- **Web Programming: a Programmer's Perspective**
 - Programming Languages
 - Program Design
- **Object Programming**
 - Objects
 - File Organization
 - Interfaces
 - Naming Conventions
 - Object Collections
- **Client-side Scripting with Java Script**
 - Getting to know JavaScript
 - Adding JavaScript to Web Pages
 - Working with Variables
 - JavaScript in Action
- **Client-Side Scripting with VBScript**
 - Getting to know VBScript
 - Adding VBScript to Web Pages
 - Working with Variables
 - VBScript in Action
- **Understanding Dynamic HTML**
 - The CSS Factor
 - The DOM: A Roadmap to a Web Page
 - JavaScript: The Event Connection
 - Making it Dynamic
- **Beginning Active Server Pages**
 - Speaking the Language of ASP
 - ASP Syntax
 - ASP Variables
 - ASP Procedures
 - ASP Objects
 - Server-Side Includes (SSI)

Prerequisites: S315-CR315

Course Code: CR326

Course Title: Internet Marketing

Course: *Detailed Structure*

Credit Hours: 3

Course Description:

This course discusses the basic fundamentals of Internet marketing, the impact of Web design, and strategies and tactics to use when doing business through the Internet. It also explains the unique capabilities of electronic networking. It explores key marketing concepts in the context of today's digital/Internet environment.

Course Objective:

This course fills the gap between Marketing as managerial practice and the Internet tools that can improve that practice. The course relies on student understanding of marketing fundamentals and Internet technologies. The course provides a good connection between E-commerce technology, E-commerce strategy, and marketing.

Course Content:

- **E-marketing in context**
 - The Marketing Process
 - Fundamental Marketing Rules
 - Bad Products Do Not Succeed
 - Own a Keyword or Phrase
 - Marketing Demographics
 - **E-marketing environment (search engines)**
 - Search Engines Vs Directories
 - Search Engine Basics
 - Keyword Search Terms
 - Qualifying Keyword Search Terms
 - Making the Search Engines Like You
 - Search Engine Popularity
 - Link Popularity
 - Click Popularity
 - **E-marketing environment**
 - Popularity Search Engines
 - Hand Reviewed Directories
 - Pay Per Click Search Engines
 - Metacrawler Search Engines
 - Top Search Engines
 - 1000 Search Engines
 - Hand Reviewed Directories
 - **E-marketing strategy (Affiliate Programs)**
 - Affiliate Advantages
 - Affiliate Disadvantages
 - Affiliates Vs Advertising
 - Affiliate Types
 - Agreement Terms
 - **E-marketing strategy**
 - Building Affiliate Program
 - Promote Affiliate Program
 - Affiliate Screening
 - Affiliate Approval Notice
 - Affiliate Tracking
 - **E-marketing management**
 - Product
 - Price
 - The Internet for Distribution
 - E-Marketing Communication
 - Customer Relationship Management
 - **A global perspective on e-marketing**
 - Direct Mail vs Direct Email
 - Newsletters
 - Running Your Own Newsletter
 - Newsletter Advertising
 - E-Promotions
 - Newsgroups
 - Press Releases
 - **Competitive strategies**
 - Understand the importance of competitive strategies
 - Offensive strategies
 - Defensive strategies
 - **E-marketing Strategy development**
 - Marketing Knowledge
 - Consumer Behavior
 - **Marketing Planning**
 - Steps for developing a marketing plan
 - Marketing Plan Example
- Perquisites:** A211-CR22

Course: *Detailed Structure*

Course Code: CR327 **Course Title:** Project Management

Credit Hours: 3

Course Description:

This course aims at introducing the knowledge and skills required for managing a project. Each phase is learned through a series of exercises, and practiced using a descriptive technique. Topics will include enterprise organizational solution discovery, project leadership, team formation, and motivational approaches.

Course Objective:

Project management is a practice that requires integration of a great deal of resources. This course provides models and ways to understand current and new project management in order to be able to take appropriate decisions. The course provides insight into what is important for project managers, and provides a way to achieve mastery of the activities that can lead to the success of a project. These skills are necessary for E-commerce students as they work on different types of projects including web site development.

Course Content:

- **Managing Change**
 - Organizational change
 - Organization culture
 - The project manager and change
 - Launching the project
- **The Program & Project Support Office (PPSO)**
 - Functions of a PPSO
 - Pre-initiations stage of project
 - Project initiation
 - Main delivery stages of the project
 - Post-project
 - Ongoing PPSO activities
- **The Profile of a Project**
 - The process model
 - Pre-project work
 - Project start-up
- **Project Planning: Understanding the Work**
 - Understanding the requirement
 - Breaking down the work
 - Product descriptions and work packages
- **Project Planning: Estimating**
 - Estimating for IS projects
 - Estimating in engineering disciplines
 - Estimating methods compared
- **Project Planning: Scheduling & Re-sourcing**
- **Monitoring Progress**
 - Monitoring effort, other costs, & quality
 - Milestone slip chart
 - Contingency
- Documenting the plan
- Budgets
- Earned value analysis
- Scheduling
- Developing resource plans
- **Reporting Progress**
 - Recipients of progress reports
 - Frequency of reporting
 - Report content and format
- **Quality**
 - Quality concepts
 - Total quality management
 - Quality management and the quality plan
 - Quality control methods
 - The cost of poor quality
- **Risk Management**
 - Outline of the risk management process
 - Risk identification
 - Risk assessment
 - Risk actions
- **Project Teams and Project Manager**
 - Job descriptions and person specifications
 - Recruiting the team
 - The lifecycle of teams
 - An outside perspective
 - A development approach
 - Ethical considerations

Prerequisites: S226

Course: *Detailed Structure*

Course Code: CR413
Credit Hours: 3

Course Title: M-Commerce

Course Description:

This course focuses on the impact of mobility on E-commerce. First, it introduces m-commerce as an extension to E-commerce based on the use of mobile devices and related technologies. An investigation in m-commerce business models, value chain, and business applications are then presented. And finally, a discussion of the technical and social aspects of m-commerce such as Mobile Security, Mobile Payments, and Mobile Privacy are presented. Since location is natural dimension of mobility, the course discusses technologies related to location such as spatial databases and location-based services.

Course Objective:

This course integrates ideas from several courses including computer networks, advanced databases, information security, E-finance to present one of the most promising areas in E-Commerce; Mobile Commerce

Course Content:

- **What is M-commerce?**
 - Understanding the meaning of M-commerce
- **M-Commerce Value Chain and Business Models**
 - Over viewing M-Commerce Value Chain and Business Models.
- **Mobile Commerce Applications**
 - Studying different Mobile Commerce Applications
- **Mobile Communications**
 - Discussing Mobile Communications.
- **Mobile Internet and WAP**
 - Understanding Mobile Internet and WAP.
- **Mobile Security**
 - Understanding Mobile Security.
- **Location Privacy**
 - Discussing Location Privacy
- **Location Privacy**
 - Discussing Location Privacy
- **Mobile Payment Systems**
 - Understanding Mobile Payment Systems.
- **Mobile Payment Systems**
 - Understanding Mobile Payment Systems.
- **M-Commerce and U-Commerce**
 - Understanding the difference between M-Commerce and U-Commerce.

Perquisites: CR226-S327

Course: *Detailed Structure*

Course Code: CR418
Credit Hours: 3

Course Title: E-Logistics

Course Description:

Strategic supply chain management is a key competitive necessity in today's business arena. This course explains what corporate decision-makers need to know to create value and competitive advantage from their supply chains. In this course students study the components of the entire supply chain. Emphasis on collaboration and planning related to major functional areas required to organize the flow of products from inception through delivery to satisfy final customer needs.

Course Objective:

This course provides students with concepts that connect their understanding of E-commerce strategy, E-commerce tools, and the supply chain as one of the major areas that has been developing in E-business.

Course Content:

- **understanding the supply chain**
 - What is a supply chain?
 - Decision phases in a supply chain
 - Process view of a supply chain
 - The importance of supply chain flows
 - Examples of supply chains
- **Supply Chain drivers and obstacles**
 - Drivers of supply chain performance
 - A framework for structuring drivers
 - Facilities
 - Inventory
 - Transportation
 - Information
 - Obstacles to achieving strategic fit
- **Designing the distribution network in the supply chain**
 - The role of distribution in the supply chain
 - Factors influencing distribution network design
 - Design options for a distribution network
 - The value of distributors in the supply chain
 - Distribution networks in practice
- **Demand Forecasting in a supply chain**
 - The role of forecasting in a supply chain
 - Characteristics of forecasts
 - Components of a forecast and forecasting methods
 - Basic approach to demand forecasting
 - Measures of forecast error
- **Aggregate planning in the supply chain**
 - The role of aggregate planning in the supply chain
 - The aggregate planning problem
 - Aggregate planning strategies
 - Aggregate planning using linear programming
 - Aggregate planning in excel
- **Managing economies of scale in the supply chain**
Cycle inventory
 - The role of cycle inventory in the supply chain
 - Economies of scale to exploit fixed costs
 - Economies of scale to exploit quantities discounts
 - Short term discounting: trade promotions
 - Managing multi-echelon cycle inventory
- **Sourcing decisions in a supply chain**
 - The role of sourcing in a supply chain
 - Supplier scoring and assessment
 - Supplier selection and contracts
 - Design collaboration
 - The procurement process
 - Sourcing planning and analysis
- **Coordination in the supply chain**
 - Lack of supply chain coordination and the bullwhip effect
 - Effect of lack of coordination on performance
 - Obstacles to coordination in the supply chain
- **Coordination in the supply chain**
 - Managerial levers to achieve coordination
 - Building strategic partnerships and trust within a supply chain

Prerequisites: CR226-A221

Course: *Detailed Structure*

Course Code: CR416 **Course Title:** Web Site Development
Credit Hours: 3

Course Description:

This course covers everything from basic html tagging, JavaScript, and XHTML, to banner ads and interactive e-commerce sites. The course covers basic web site design, navigation, and construction. This course covers those topics: HTML, JavaScript, page layout, site navigation, cascading style sheets, server-side includes, designing search engines, and site testing.

Course Objective:

This course prepares students with necessary skills for building web sites. These skills help students apply business objectives to the different components of a business Web site. The course builds on skills and concepts from other courses on programming, E-business, Databases, Systems and analysis and design, etc.

Course Content:

- **Internet Fundamentals**
 - Infrastructure
 - Services & Protocols
 - Internet Architecture
 - Web Servers
 - Multi-Tiered Architectures
 - Domain Naming Services
 - Uniform Resource Locators
 - Network Types
 - DHCP
 - The World Wide Web & a brief history about it
 - HTML: Language of the Web
 - Web Browsers
- **Building a Web Page with HTML**
 - Creating the first Web Page
 - Formatting Text with Tags
 - Setting Text Fonts, Colors and Styles
 - Adding Graphic Elements
 - Organizing Information using Frames
 - Creating and managing Tables
- **XML and XHTML**
 - Introduction to XML
 - HTML vs. XML
 - Benefits of XML
 - XML Application Deployment
 - Basic XML Syntax
 - Data Definition and Validation
 - XHTML
- **Markup Transformations**
 - Understanding Xtensible Style Language (XSLT)
 - Basic XSLT Syntax
 - Node Maps
 - Expressions
 - Official Expressions
 - Controlling Processing Order
 - Node Operators
 - Understanding Cascading Style Sheets
 - The Cascade
- **Markup Transformations (CSS)**
 - Case and punctuation
 - Selectors
 - Text Level Properties
 - Block Level Properties
 - Values
 - Grouping Styles
 - Context Specific Styles
 - The "class" attribute
 - The "Div" element
 - External Style Sheets
 - Calling a Style Sheet
 - Internal Style Sheets
- **Client-Side Scripting with JavaScript**
 - Introduction to Client-Based Scripting
 - Core JavaScript
 - Adding JavaScript to WebPages
 - Working with Variables

Prerequisites: CR325-CR236-CR317

Course: *Detailed Structure*

Course Code: CR414

Course Title: E-government

Credit Hours: 3

Course Description:

This course handles the E-government details from a practical point of view. The course is focused on real implementation from within the Middle East, especially in Egypt, and in the rest of the world. Cases from different countries considered to be pioneers in developing innovative e-governance applications are analyzed.

Course Objective:

Using a multidisciplinary approach, the course provides key insights and practical guidelines on: ways to successfully implement e-government projects; selecting application areas, project designs, strategies and their implementation; benefits and impact of e-governance on public sector reform, poverty reduction and empowerment; methodology for evaluating e-government projects; and overall strategy formulation.

Course Content:

- **E-Government overview: definitions, benefits, readiness**
 - Over viewing E-Government: definitions, benefits, readiness
- **E-Government Strategies and implementation**
 - Studying E-Government Strategies and implementation
- **E-Government projects' guidelines**
 - Discussing various E-Government projects' guidelines
- **E-Government projects' guidelines**
 - Discussing E-government Efforts in Egypt
- **E-government Efforts in Egypt**
- **Worldwide Cases**

Perquisites: CR226-CR315

Course: *Detailed Structure*

Course Code: CR415
Credit Hours: 3

Course Title: Information Security

Course Description:

In today's open societies people share and transfer information 24*7; while doing do one of the very important factors to consider is information security. This course covers the following topics: computer security; data integrity and privacy; operational security; organizational aspects and economics; physical security; identification and authentication; electronic and electromagnetic tampering; hardware security; memory protection; hardware realization of software functions; encryption; cryptography; transformation systems; operating system security; database security; network security. One of the very hot topics in security is the critical information infrastructure protection (CIIP) plans. The course focuses on CIIP plans and their implementation in various countries around the world.

Course Objective:

Information Security is a crucial component of every E-commerce enterprise. This course provides students with the necessary knowledge and skills to accomplish the task of securing the stored on a web site or while it are transmitted. The course plays an important role in showing students how security, privacy, and trust concerns raised in the other courses can be handled. And hence adds an important block to their knowledge about E-commerce.

Course Content:

- **Data integrity and privacy**
 - Overview and definition
 - Risks
 - Computer crime
 - IT security Career
 - Becoming an information Security Specialist
 - The CIA
- **Computer security/operational security**
 - Operations security principles
 - Process controls
 - Controls in action
- **Organizational aspects and economics**
 - Security policies
 - Types of policies
 - Development and management of security policies
 - Policy support documents
 - Who is responsible for information security?
- **Physical security, Identification and authentication**
 - Understanding the physical security domain
 - Physical security threats
 - Providing physical security
- **Electronic and electromagnetic tampering**
 - Discuss Electronic and electromagnetic tampering
- **Hardware security**
 - Terms and concepts
 - Access control systems
 - Biometrics
 - Single sign on
 - Remote user access and authentication
- **Memory protection**
 - Protection of the memory
- **Hardware realization of software functions**
 - Hardware realization of software functions
- **Encryption & Cryptography**
 - Introduction to cryptography
 - Secret key systems
 - DES
 - Public key cryptography
 - Hashes and message digest
- **Operating system security**
 - Authentication
 - Authorization
 - The role of the SA
 - Redundancy increases reliability
 - Safeguarding the servers
- **Database security**
 - Data administration
 - Database administration
 - The role of the DBA

Perquisites: CR226-S315-S327

Course: *Detailed Structure*

Course Code: CR411 **Course Title:** Multimedia Technologies
Credit Hours: 3

Course Description:

This course takes advantage of the latest Web, hardware, and software technologies, and produce powerful multimedia. It is a kind of a comprehensive, step-by-step guide to creating effective multimedia. It explains all about the components and processes then helps you complete projects from simple boardroom presentations to dynamic corporate CD-ROMs to Web sites that come alive.

Course Objective:

Project management is a practice that requires integration of a great deal of resources. This course provides models and ways to understand current and new project management in order to be able to take appropriate decisions. The course provides insight into what is important for project managers, and provides a way to achieve mastery of the activities that can lead to the success of a project. These skills are necessary for E-commerce students as they work on different types of projects including web site development.

Course Content:

- **What is multimedia**
 - Understanding the meaning of multimedia
- **Introduction to making multimedia**
 - Knowing how to make multimedia
- **Multimedia skills**
 - Studying the various multimedia skills
- **Text**
 - Understanding text
- **Sound**
 - Understanding sounds
- **Basic software tools**
 - Knowing the basic software tools
- **Multimedia authoring tools**
 - Discussing different multimedia tools
- **The Internet and how it works**
 - Knowing how the internet works
- **Tools for WWW**
 - Understanding various tools for WWW
- **Design for the WWW**
 - Understanding concepts of design for the WWW
- **Planning and costing**
 - Planning and costing
- **Designing and producing**
 - Knowing how to design and produce

Prerequisites: CR226-CR315

Course: *Detailed Structure*

Course Code: CR412
Credit Hours: 3

Course Title: Human Computer Interaction

Course Description:

This course aims at providing student with knowledge on Color Theory and Modeling for Computer Graphics, Visualization, and Multimedia Applications deals with color vision and visual computing. This course provides an overview of the human visual system with an emphasis on color vision and perception. The course then goes on to discuss how human color vision and perception are applied in several applications using computer-generated displays, such as computer graphics and information and data visualization.

Course Objective:

Web site usability is a crucial factor for the success of the organization strategy. This course provides students with the necessary skills for developing a friendly user interface that help achieving customer satisfaction on the organization's web site.

Course Content:

- **Overview of computer graphics for visualization**
 - Overview computer graphics for visualization
- **Analysis for data visualization**
 - Understanding analysis for data visualization
- **Scalar visualization techniques**
 - Studying scalar visualization techniques
- **A unified framework for flow visualization**
 - Studying a unified framework for flow visualization
- **Continuum volume display**
 - Discussing Continuum volume display
- **Animation and the examination of behavior over time**
 - Understanding Animation and the examination of behavior over time
- **System aspects of visualization**
 - Studying System aspects of visualization

Perquisites: CR226-CR315

Course: *Detailed Structure*

Course Code: CR425
Credit Hours: 3

Course Title: New Trends in E-Business Applications

Course Description:

This course is a real-world guide to the essential principles of knowledge management. It shows how KM and CRM technologies work, and how they impact the IT infrastructure. Also shows how to use team-building and goal-setting exercises to create excellent KM/CRM projects, and how to align e-business strategy and technology choices.

Course Objective:

The course focuses on new applications in E-business. It integrates with knowledge from other courses such as E-Business, Intelligent business computing, E-Logistics, and E-business strategy.

Course Content:

- **Understanding E-business, CRM and KM**
 - Knowledge Management.
 - Knowledge-Enabled Customer Relationship Management.
 - Test Your Understanding.
- **Knowledge enabled CRM**
 - Phase 1: Evaluation and Strategic Alignment.
 - Phase II: Infrastructural Development and Deployment.
- **Knowledge enabled CRM**
 - Phase III: Leadership, Change Management, Measurement, and Refinement.
- **Aligning strategy and technology choices**
 - Phase III: Leadership, Change Management, Measurement, and Refinement.
 - Test Your Understanding.
 - Part 1 Summary.
- **Aligning strategy and technology choices**
 - The KCRM Strategic Framework.
- **strategy and technology choices**
 - Analyzing the Business Environment.
 - Understanding the Context. Strategic Technology.
 - Getting Past the Innovator's Dilemma.
- **Analyzing the business environment**
- **Audit and Analysis**
 - Why Audit Customer Knowledge?
 - Initiating the Audit.
- **Building an Implementation Team**
 - Tasks and Expertise.
 - Team Composition.
 - Leadership.
 - Risk Assessment and Common Pitfalls.
- **Blueprinting the Technology Infrastructure**
 - Design Challenges.
 - The Customer Lifecycle.
 - Customer Knowledge Management: Technology F.W.
 - The KCRM Architecture. Integration.
 - Integration.
 - Long-Term Considerations.
- **Results-Driven Development and Deployment**
 - Hidden Costs and Other Surprises.
 - An Overview of Big-Bang Systems Development Methods.
 - Looking Beyond the Waterfall.
 - Results Driven Incrementalism.

Perquisites: CR315

Course: *Detailed Structure*

Course No.	Course Title	Course Reference
CR115	Discrete Mathematics	Discrete Mathematics and its Applications by Kenneth H. Rosen, McGraw-Hill.
CR226	Introduction to E-Business	Electronic Commerce a Managerial Perspective by Efraim Turban, Prentice Hall
CR315	E-Business Strategies & Application	Introduction to E-commerce, Jeffrey Rayport & Bernard Jaworsky, 2003 2nd ed, McGraw-Hill/Irwin ISBN: 007255347
CR316	Internet Finance	e-finance log in to the future, V.c. Joshi, 2004, Response book
CR317	Information Retrieval and Search Engines	Modern Information Retrieval by Ricardo Baeza-Yates, Berthier Ribeiro-Neto, ISBN: 020139829X, Addison Wesley.
CR325	Internet Programming	Web programming building internet application, Chris Bates, 3rd ed, John Wiley & sons ISBN: 0-470-01775-9
CR326	Internet Marketing	e-retailing, Charles Dennis, 2005, Routledge
CR327	Project Management	Project Management by Cadle, ISBN: #0273685805, Pearson Education.
CR413	M-Commerce	"M-Commerce: Technologies, Services, and Business Models" by Norman Sadeh, Published by John Wiley & Sons, Inc. 2002. ISBN: 0-471-13585-2.
CR418	E-Logistics	Supply Chain Management by Chopra, ISBN: #0131217453, Pearson Education
CR416	Web Site Development	Web Site Development by Riccardi, ISBN: #0582850320, Pearson Education
CR414	E-government	The World of E-Government, by Gregory G. Curtin (Editor), Michael H. Sommer (Editor), Veronika Vis-Sommer (Editor), Publisher: Haworth Press
CR415	Information Security	Information security principles and practices, Mark Merkow, 2006, Pearson ed
CR411	Multimedia Technologies	Multimedia Technologies by Timings, ISBN: #0321243498, Pearson Education
CR412	Human Computer Interaction	Computer Visualization: Graphics Techniques for Scientific and Engineering Analysis by Richard S. Gallagher, Solomon Press
CR411	Multimedia Technologies	Multimedia Technologies by Timings, ISBN: #0321243498, Pearson Education