

**FACULTY OF  
COMMERCE &  
BUSINESS  
ADMINISTRATION**

YOUR PLACE ... YOUR PURPOSE



▶ kom ombo Temple, Luxor, Egypt



Soad

Professor  
Soad Kamel

Dean,  
Faculty of Faculty of Commerce &  
Business Administration

## Dean's Welcome Note

As we start another academic year, I am delighted to welcome incoming and returning students. From excellence in the classroom to quality scholarship, our faculty does an outstanding job of providing a state-of-the-art of commerce & business education that puts FCBA students on par with the best. Each year we add to our unique faculty to provide our students the best education and to garner a national and international reputation.

Due to the technological revolution in the era of globalization, the content of any course that students get now-a-days is subject to prompt obsolescence. Hence, the importance of giving students the ultimate ability of lifelong learning is urgently required in the labor market. Therefore, our curriculum and teaching methods are continuously evolving to help our students stay relevant and reach their full potential.

At the Faculty of Commerce and Business Administration (FCBA) our instructors are supported by active networks in their field of specialization. They have skills to pass on that only experienced professionals can give. Together, you will build the abilities, knowledge and expertise that produce success within the office, boardroom or your own business. By offering a well-balanced education in a supportive environment, we are developing the 21st Century workforce. Our graduates have gone on to build their own careers. Hopefully, our alumni will serve as presidents of international and local companies, Chief Executive Officers (CEOs) of for-profit and non-profit organizations, small business owners, and government leaders.

I welcome you to the Faculty of Commerce and Business Administration and hope you decide to make a difference in your community and your world.







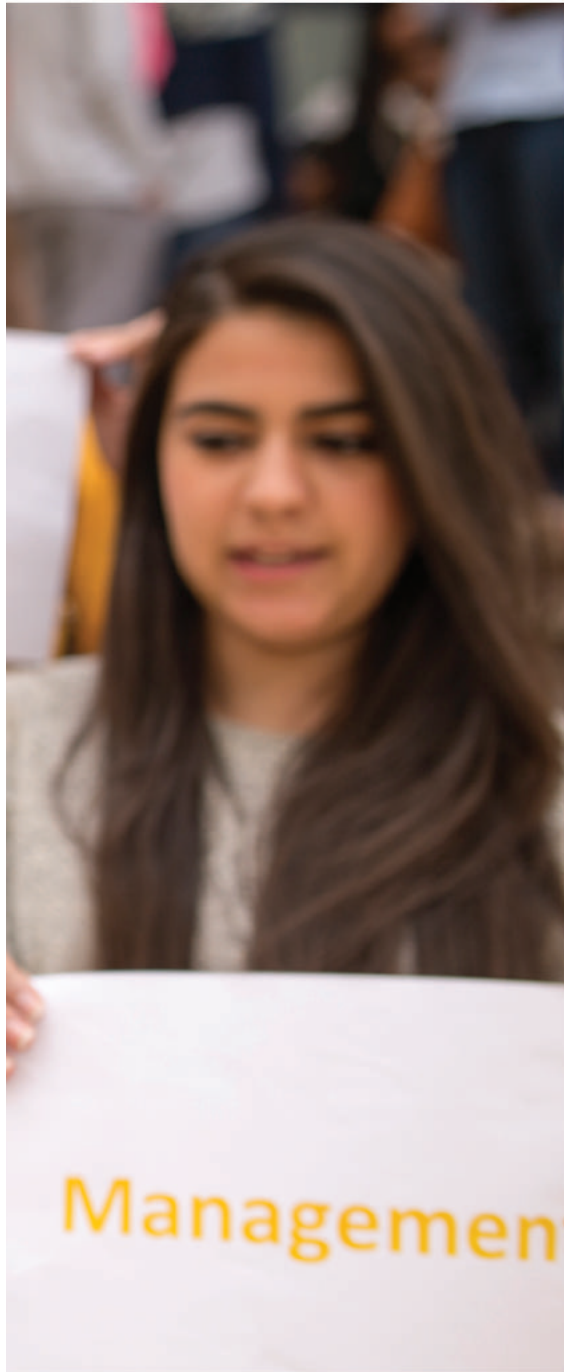
# Is "Commerce & Business Administration" for me?

Choosing the right career is a key decision in achieving a happy and fulfilling life. Think carefully and choose wisely. "Commerce & Business Administration" might be your right choice if you:

- Look at both sides and formulate your own opinion based on fact and reason.
- Have analytical skills.
- Have a high standard of oral and written communications.
- Are competent in understanding mathematical concepts.
- Have the ability to think critically and strategically.
- Are willing to work in teams and able to assume leadership roles.

**If you agree with above fundamentals then the answer is "Yes", Commerce & Business Administration "is the right choice for you.**





## Faculty Overview

Future University in Egypt's Faculty of Commerce and Business Administration is developing its reputation both regionally and internationally as a leading provider of contemporary business education. We provide an inspiring and demanding academic environment that corresponds to the University's plan to produce independent, self-reliant graduates who are life-long learners and quickly employable in graduate-level positions.

A strong culture of academic research maintains the relevance of the Faculty's role in the modern commercial world. The faculty continually develops its undergraduate course offerings while supporting the local business community in their national and international endeavors.

In these challenging times the Faculty continues to grow by building on its established excellence and continuing development by:

- Improving the learning experience of students.
- Creating a top quality learning environment.
- Delivering a curriculum that is geared to the global economy.
- Ensuring that courses are academically geared to the professions.
- Developing a case study approach to education.
- Delivering leading-edge courses suited to modern lifestyles.
- Enabling students to be responsible for their learning and career development.
- Initiating strong links between the Faculty and the business community.

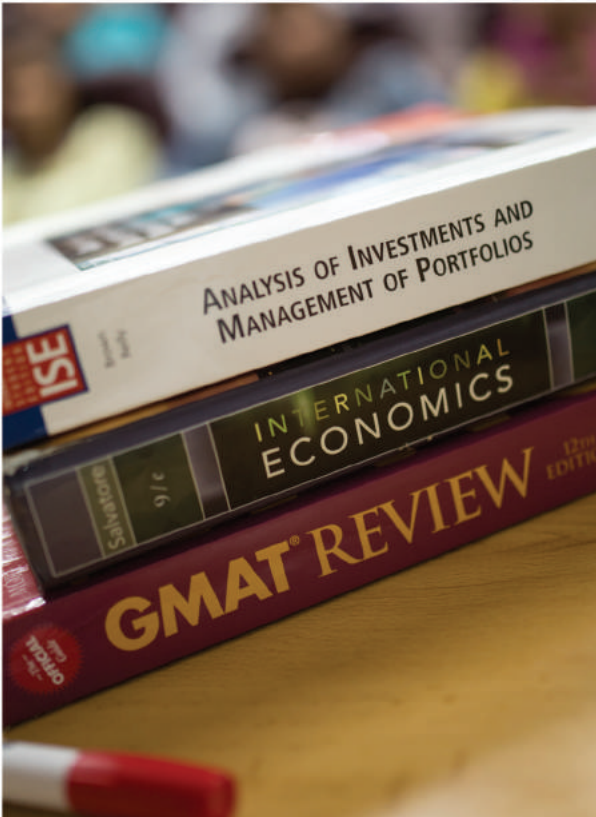
## Why study "Commerce & Business Administration" at FUE

Over the next decade, the changing economy will draw on a variety of occupations, each requiring a unique set of skills.

Building on a core of business courses, the Business Administration degree at FUE features sequence of business related courses while allowing students the flexibility to specialize in specific areas of interest. Studying business at FUE gives you access to our unparalleled learning community.

The faculty offers fresh perspective on business issues and inspires students to think, challenge and innovate. We also work very closely with our international corporate and academic partners. By choosing to study business at FUE, you are not just earning a degree. You are gaining the best learning and lifestyle benefits that the University can offer, and setting the course for your future in the world of business.





## Here you will be able to

- Learn a new perspective about Business and Financial decision making.
- Develop and run your own small business.
- Better understand Finance and Investment.
- Develop internet marketing skills and better understand Global Marketing.
- Critical thinking skills developed in business and economics are highly valued by employers .
- Find professional well-paid jobs.

## Business Administration Degree at FUE

- Allows students to pursue a general business education and concentrate their studies in specific area of interest.
- Prepares you for potential career in business.
- Prepares you to begin the next step in starting a small business.
- Develops a variety of skills required in our rapidly changing business environment.
- Provides entry level access for many business related areas of interest.
- Allows for rapid advancement to upper of management and marketing.
- It is the initial stepping stone to acquire an MBA.

## Innovation is encouraged

In addition to fostering relationships with industry and corporate institutions, FUE serves as an “incubator” for new ideas and has dedicated programmes that support innovation and entrepreneurship for the faculty and students.

## Career Opportunities

Many employers consider a Bachelor’s degree an essential hiring qualification. Particularly in the competitive, fast-paced world of business, your degree will help you move ahead faster - and enjoy the potential for higher earnings- in a professional career. You may pursue employment in such high-growth fields as the business world offers a wide array of opportunities for skilled, and competent leaders. Whatever your field of interest, your Bachelor’s Degree in Business Administration will be an important stepping stone, preparing you for desirable positions in multinational and national organizations.

We offer the outstanding graduates a golden chance of joining as teaching staff members, which allows them to fulfil their dreams of lifelong learning. In addition, Future University also has exceptionally good contacts with business and professions in the banking and finance fields which enable us to offer ample of exciting opportunities to our graduates through our Annual Employment Fair that offers national and multinational career opportunities.

## Outstanding Teaching Staff

While ensuring our facilities are the best in Egypt, Future University leadership believes that people are the key to reach academic excellence. It is the staff that truly creates a vibrant intellectual community for our students. This is why the faculty of commerce and Business Administration seeks out diverse, qualified and dedicated faculty and staff from around the world. We have eminent staff members, many of them have completed their postgraduate studies abroad and gained a wide perspective to their field of specialization.







## Transferable skills

In addition to main business principles, graduates acquire a range of transferable skills, including time management, communication, team work and research skills, during their degree studies which will be an added value once they join the work force.

## Intellectual development

Education in Commerce and Business Administration develops the ability to think logically and to solve challenging business related problems. These skills are invaluable throughout both working and professional life.

## Creative Thinking

As business professions become more and more global with rapidly changing social technological implications, business graduates are increasingly required to provide novel and creative solutions to the ever changing business landscape

Studying Commerce and Business Administration at FUE involves learning about organizations and the people who work in them. It is both a theoretical and practical subject. There are subjects within our degrees that require creativity and literacy and there are subjects that require numeracy and the ability to think logically. By completing a degree at the Faculty of Commerce and Business Administration, you will have access to the latest research into business and will be taught the full range of practical skills that are highly valued by employers.

## Facilities

Our students learn through formal lectures in traditional classes but also in project based learning environments. Our facilities reflect these varying needs. We have formal lecture theatres, classes and computer labs that are equipped with the latest interactive white board technology as well as flexible and comfortable work spaces in which students can come together in group either independently or with a teaching member of staff.

## Summer Training

Students have had the opportunity for summer training with a variety of organizations such as the American Chamber of Commerce, Berlitz, Dusit Thani Hotel, Aram Group, CIB and HSBC.

Over 100 places are available through our comprehensive list of contacts, we do encourage students to establish contacts and arrange their own training.

Each year we offer training courses that increase the depth and breadth of knowledge, such as:

- Development of the Banking Sector.
- Commercial Papers.
- Credit and Financial Analysis.
- Business Awareness.
- Financial Statement Concepts.
- Introduction to Customer Service Concepts and Definition.
- Retail Banking Operations.
- Foreign Trade Finance Operations.
- Presentations.
- How To Act Professionally Under Pressure.
- Bank Accounts and Deposits.
- Basic Communications Skills.
- Professional Writing for CVs and Interview Skills.
- Fundamentals of Internal Auditing.









## Program Overview

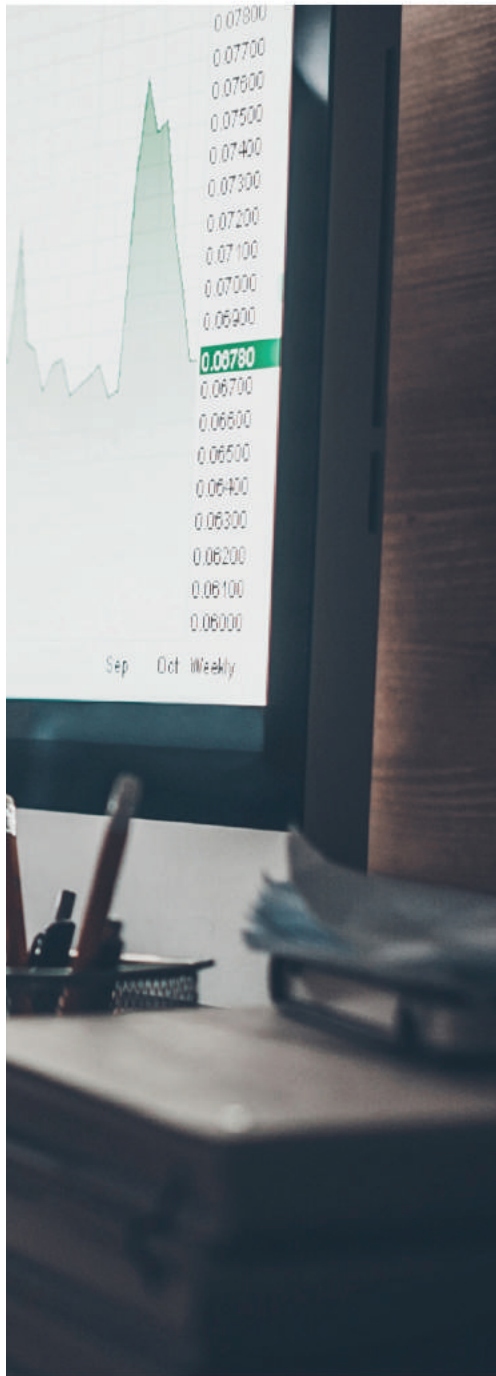
In order to graduate from the Faculty of Commerce and Business Administration you need to complete 130 credit hours over the four years (8 semesters) of study. Your programme will be made up of a combination of University compulsory and elective courses. These are additional to a series of compulsory and elective courses that are determined by the faculty as well as further series of courses that make up the major and minor components of your chosen programme. It sounds complicated, but we have a professional team of student advisors in place that will ensure that you choose the best pathway to a degree that suits your interests and abilities.

The Faculty of Commerce and Business Administration at Future University offers the following undergraduate programmes in the following fields:

- Accounting
- Management Information Systems
- Finance
- Marketing
- Human Resources Management





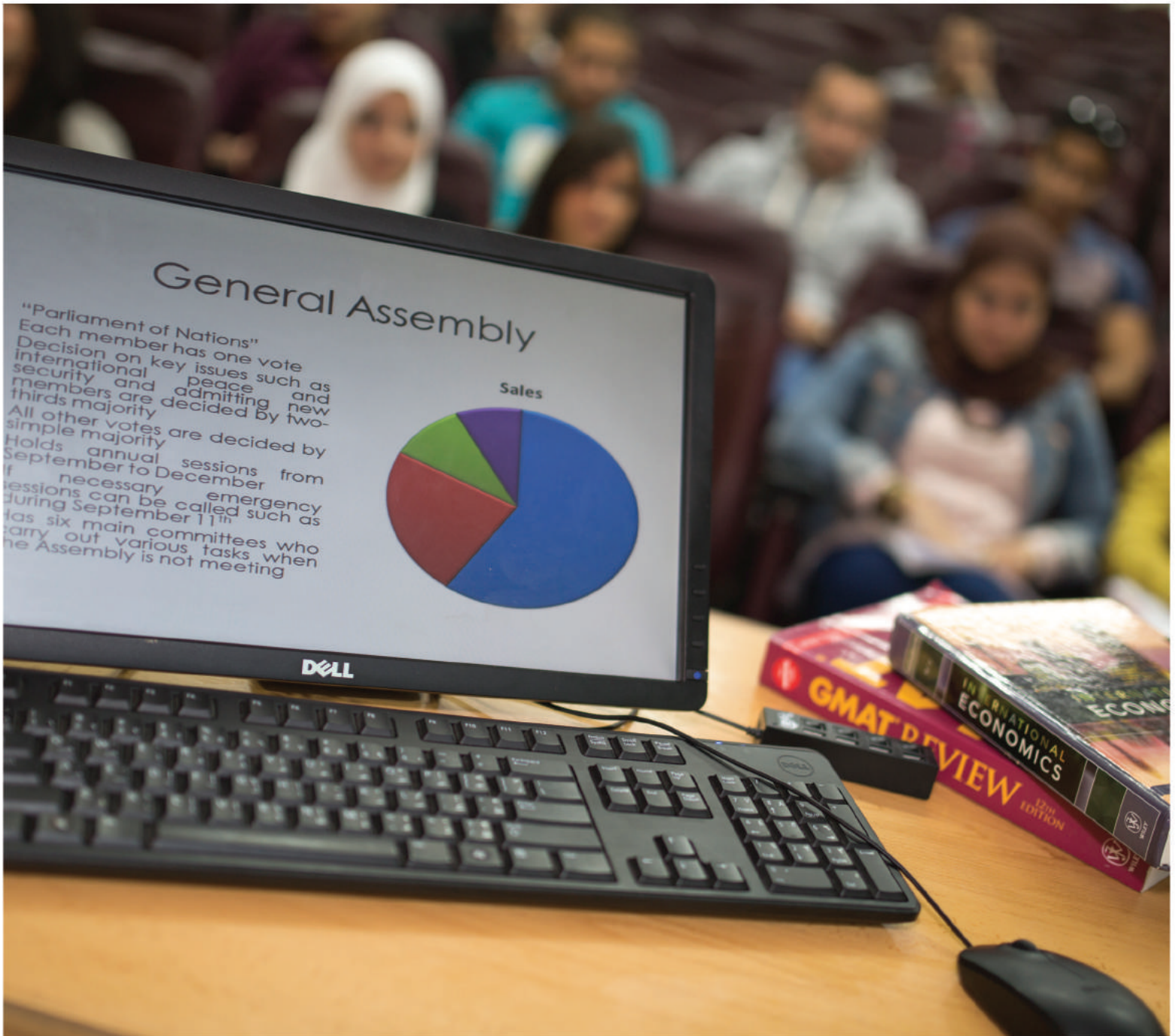


## Structure of the Study Program

The offered study program of the Faculty of Commerce and Business Administration for the Bachelor degree in Commerce and Business Administration for all majors consists of four categories of courses as follows:

No	Course	Credit Hours
1	University Requirements • Basic Skills • General Knowledge	6 Hours
		6 Hours
		12 Hours
2	Faculty Requirements Foundation Courses for all majors.	63 Hours
3	Major Requirements	40 Hours
4	Major Requirements	15 Hours
	Total Credit Hours	130 Hours







Faculty Requirements			
Course Code	Course	Prerequisite	Number of Credits
MGT101	Introduction to Management		3
ACT101	Introduction to Accounting		3
ECN101	Introduction to Microeconomics		3
MAT101	Business Mathematics		3
LAW101	Business Law		3
ECN102	Introduction to Macroeconomics		3
MGT102	Organization Behavior	MGT101	3
SAT101	Introduction to Business Statistics		3
ACT102	Financial Accounting	ACT101	3
REM101	Research Methodology		3
FIN201	Corporate Finance (1)		3
MGT201	Production and Operations Management	MGT101	3
ACT201	Cost Accounting	ACT102	3
MIS201	Introduction to Management Information Systems		3
MIS202	Introduction to Programming	MIS201	3
MKT201	Introduction to Marketing	MGT101	3
SAT201	Advanced Statistics	SAT101	3
ECN201	Money and Banking	ECN102	3
HRM201	Introduction to Human Resources Management	MGT101	3
MGT401	Strategic Management	MGT101	3
MGT402	Feasibility Studies	ECN101, MGT101	3
Total Credit Hours			63 hours





## Level 1

LEVEL ONE FALL					
Course Code	Course Title	Credit Hours	Theoretical (hours)	Practical (hours)	Pre-requisite
MGT101	Introduction to Management	3	3		
ACT101	Introduction to Accounting	3	3	1	
ECN101	Introduction to Microeconomics	3	3	1	
MAT101	Business Mathematics	3	3	1	
LAW101	Business Law	3	3		
Total Credit Hours		15			

LEVEL ONE SPRING					
Course Code	Course Title	Credit Hours	Theoretical (hours)	Practical (hours)	Pre-requisite
ECN102	Introduction to Macroeconomics	3	3	1	
MGT102	Organization Behavior	3	3		MGT101
REM101	Research Methodology	3	3	1	
SAT101	Introduction to Business Statistics	3	3	1	
ACT102	Financial Accounting	3	3	1	ACT101
Total Credit Hours		15			





## Level 2

LEVEL TWO FALL					
Course Code	Course Title	Credit Hours	Theoretical (hours)	Practical (hours)	Pre-requisite
MKT201	Introduction to Marketing	3	3		MGT101
FIN201	Corporate Finance 1	3	3	1	
MGT201	Production and Operations Management	3	3	1	MGT101
ACT201	Cost Accounting	3	3	1	ACT102
MIS201	Introduction to Management Information Systems	3	3		
Total Credit Hours		15			

LEVEL TWO SPRING					
Course Code	Course Title	Credit Hours	Theoretical (hours)	Practical (hours)	Pre-requisite
MIS202	Introduction to Programming	3	3	1	MGT101
SAT201	Advanced Statistics	3	3	1	
ECN201	Money and Banking	3	3	1	MGT101
HRM201	Introduction to Human Resources Management	3	3		ACT102
Total Credit Hours		12			

**MAJOR OF**  
**ACCOUNTING**



The Accounting programme is one of the programmes offered at FUE Faculty of commerce and Business Administration. Accountancy is the process of maintaining, auditing and processing financial information to help managers, investors, tax authorities and other decision makers allocate resources. It is a modern and fast-moving industry that uses the latest technology and attracts some of the most motivated and intelligent graduates.

This degree prepares students for these challenges, it is a stimulating and challenging function that involves collecting, measuring, recording, analyzing and communicating financial information within business and other organizations.

Processes such as auditing financial records, classifying, interpreting and preparing reports are used to assist investors and managers in decision making.

The Bachelor Degree in Accounting is designed for students with a particular interest in accounting and related subjects. Students acquire a sufficient variety and depth of knowledge to start careers in accountancy, business or in the financial services sector, or to continue their education at postgraduate level.



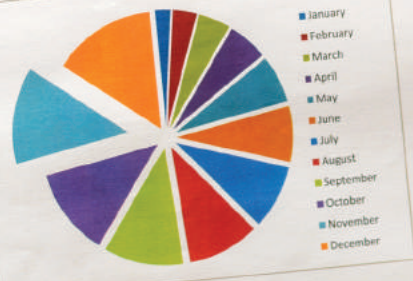
	Position 1	Position 2	Position 3	Position 4	Position 5	Position 6	Position 7	Position 8	Position 9	Position 10	Position 11	Position 12
January	100,00	125,00	156,25	195,31	244,14	305,18	381,47	476,84	596,05	745,06	931,32	1164,15
February	150,00	202,50	273,38	369,73	498,23	672,61	908,02	1135,02	1418,78	1773,47	2218,84	2771,05
March	200,00	290,00	420,50	609,73	884,10	1281,95	1858,82	2323,53	2904,41	3630,51	4538,14	5672,68
April	250,00	375,00	562,50	843,75	1265,63	1948,44	2631,25	3426,03	4444,84	5710,29	7259,77	9154,80
May	300,00	450,00	675,00	1012,50	1518,75	2278,13	3061,51	4000,00	5225,00	6775,00	8712,50	11100,00
June	350,00	525,00	787,50	1181,25	1771,88	2662,81	3564,41	4687,74	6144,47	7979,01	10334,26	13344,94
July	400,00	600,00	900,00	1350,00	2025,00	3037,50	4050,00	5325,00	6975,00	9165,00	11942,50	15465,00
August	450,00	675,00	1012,50	1518,75	2278,13	3417,19	4542,91	5976,39	7840,91	10270,39	13442,91	17544,91
September	500,00	750,00	1125,00	1687,50	2531,25	3796,88	5083,33	6700,00	8775,00	11550,00	15187,50	19862,50
October	550,00	825,00	1237,50	1856,25	2784,38	4226,56	5635,44	7417,50	9750,00	12825,00	16800,00	21862,50
November	600,00	900,00	1350,00	2025,00	3037,50	4556,25	6084,38	8043,75	10650,00	14100,00	18525,00	24112,50
December	650,00	975,00	1462,50	2193,75	3341,25	5011,88	6696,88	8840,00	11675,00	15450,00	20325,00	26550,00

	Position 5	Position 6
January	244,14	305,18
February	498,23	672,61
March	884,10	1281,95
April	1265,63	1948,44
May	1948,44	2904,41
June	2631,25	3904,41
July	3426,03	4538,14
August	4444,84	5672,68
September	5710,29	7259,77
October	7259,77	9154,80
November	9154,80	11641,15
December	11641,15	15100,00



	Position 5	Position 6
January	244,14	305,18
February	498,23	672,61
March	884,10	1281,95
April	1265,63	1948,44
May	1948,44	2904,41
June	2631,25	3904,41
July	3426,03	4538,14
August	4444,84	5672,68
September	5710,29	7259,77
October	7259,77	9154,80
November	9154,80	11641,15
December	11641,15	15100,00

	Position 1	Position 2	Position 3	Position 4	Position 5	Position 6	Position 7	Position 8	Position 9	Position 10	Position 11	Position 12
January	100,00	125,00	156,25	195,31	244,14	305,18	381,47	476,84	596,05	745,06	931,32	1164,15
February	150,00	202,50	273,38	369,73	498,23	672,61	908,02	1225,82	1532,28	1915,35	2394,18	2992,73
March	200,00	290,00	420,50	609,73	884,10	1281,95	1858,82	2695,29	3369,12	4211,40	5264,24	6580,31
April	250,00	375,00	562,50	843,75	1265,63	1948,44	2631,25	3426,03	4444,84	5710,29	7259,77	9154,80
May	300,00	450,00	675,00	1012,50	1518,75	2278,13	3061,51	4050,00	5325,00	6975,00	9165,00	11942,50
June	350,00	525,00	787,50	1181,25	1771,88	2662,81	3564,41	4687,74	6144,47	7979,01	10334,26	13344,94
July	400,00	600,00	900,00	1350,00	2025,00	3037,50	4226,56	5635,44	7417,50	9750,00	12825,00	16800,00
August	450,00	675,00	1012,50	1518,75	2278,13	3417,19	4542,91	5976,39	7840,91	10270,39	13442,91	17544,91
September	500,00	750,00	1125,00	1687,50	2531,25	3796,88	5083,33	6700,00	8775,00	11550,00	15187,50	19862,50
October	550,00	825,00	1237,50	1856,25	2784,38	4226,56	5635,44	7417,50	9750,00	12825,00	16800,00	21862,50
November	600,00	900,00	1350,00	2025,00	3037,50	4556,25	6084,38	8043,75	10650,00	14100,00	18525,00	24112,50
December	650,00	975,00	1462,50	2193,75	3341,25	5011,88	6696,88	8840,00	11675,00	15450,00	20325,00	26550,00



LEVEL THREE FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
ACT301	Auditing	3	3	1	ACT102
ACT302	Intermediate Accounting	3	3	1	ACT102
ACT303	Advanced Cost Accounting	3	3	1	ACT201
	Minor (1)	3	3		
	Elective (1)	3	3		
Total Credit Hours		15			

LEVEL THREE SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
ACT304	Managerial Accounting and Budgeting	3	3	1	ACT201
ACT305	Governmental Accounting	3	3	1	ACT102
ACT306	Tax Accounting	3	3	1	ACT302, LAW101
	Minor (2)	3	3		
	Elective (2)	3	3		
Total Credit Hours		15			



LEVEL FOUR FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT401	Strategic Management	3	3	1	MGT101
GAC401	Graduation Project 1	2	2		REM101, SAT201, ACT301, ACT304
	Minor (3)	3	3		
	Minor (4)	3	3		
	Elective (3)	3	3		
Total Credit Hours		14			

LEVEL FOUR SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT402	Feasibility Studies	3	3	1	MGT101, ECN101
GAC402	Graduation Project 2	2	2		GAC401
ACT401	Advanced Auditing	3	3	1	ACT301, ACT306
ACT402	Specialized Accounting	3	3	1	ACT302
	Minor (5)	3	3		
	Elective (4)	3	3		
Total Credit Hours		17			

## List of Elective Courses/ Accounting Major

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT301	Negotiation Management	3		1	MGT101
MGT302	Business Communication	3		1	MGT101
MGT303	Small Business Management and Entrepreneurship	3			MGT101
ACT307	Computer Applications in Accounting	3	1	1	ACT102, CSC101
ACT308	Advanced Managerial Accounting	3	1	1	ACT303, ACT304
ACT403	Accounting Information Systems	3			MIS201, ACT302
ACT404	Advanced Accounting	3	1		ACT306
ACT405	International Accounting	3	1		ECN201, ACT302

## List of Minor Courses/ Accounting Minor

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
ACT301	Auditing	3	3	1	ACT102
ACT302	Intermediate Accounting	3	3	1	ACT102
ACT303	Advanced Cost Accounting	3	3	1	ACT201
ACT304	Managerial Accounting and Budgeting	3	3	1	ACT201
ACT402	Specialized Accounting	3	3	1	ACT302

**MAJOR OF**

# **MANAGEMENT INFORMATION SYSTEMS**



Graduates of Management Information Systems degree will have the knowledge and skills required to design, develop, and effectively manage business information systems.

You will also learn about a range of cutting-edge information technologies. While there are modules in multimedia, HCI and web development, the main focus of this course is on the design, development and application of databases and information systems.

The major is ideal if you are interested in both information systems management and IT skills. It has a unique course structure that provides you with hybrid skills- technical computing skills combined with business - oriented knowledge, as well as communication, project planning and management skills.

The Management Information Systems degree prepares you for either a business oriented or technology, or a combination of the two. The BSc Management Information Systems addresses the needs of industry and commerce for adaptable problem solvers with knowledge of both organizations and information technology.

Business Information technologists are hybrid managers who can combine their understanding of the business function with knowledge of the concepts and techniques associated with Information Technology (IT)

The curriculum emphasizes a holistic approach towards integration with the environment, and students learn to work effectively as part of a team and to communicate their ideas in various ways.



## Management Information Systems (MIS)

LEVEL THREE FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MIS301	Advanced Programming	3	3	1	MIS202
MIS302	E-Commerce	3	3		MIS201
MIS303	Data Base Systems	3	3	1	MIS201
	Minor (1)	3	3		
	Elective (1)	3	3		
Total Credit Hours		15			

LEVEL THREE SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MIS305	Advanced Data Base	3	3	1	MIS303
MIS306	System Analysis and Design	3	3	1	MIS303
MIS307	Operating Systems	3	3	1	MIS303
	Minor (2)	3	3		
	Elective (2)	3	3		
Total Credit Hours		15			



LEVEL FOUR FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT401	Strategic Management	3	3	1	MGT101
GIS401	Graduation Project 1	2	2		REM101, SAT201, MIS301, MIS306
	Minor (3)	3	3		
	Minor (4)	3	3		
	Elective (3)	3	3		
Total Credit Hours		14			

LEVEL FOUR SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT402	Feasibility Studies	3	3	1	MGT101, ECN101
GIS402	Graduation Project 2	2	2		GIS401
MIS401	Decision Support Systems	3	3		MIS201
MIS402	Computer Networks	3	3	1	MIS306
	Minor (5)	3	3		
	Elective (4)	3	3		
Total Credit Hours		17			

## List of Elective Courses/ Management Information Systems Major

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT301	Negotiation Management	3	3		MGT101
MGT302	Business Communication	3	3		MGT101
MGT303	Small Business Management and Entrepreneurship	3	3		MGT101
MIS304	Special Topics in MIS	3	3		MIS201
MIS308	Internet and Multimedia	3	3	1	MIS202
MIS309	Information Security	3	3	1	MIS301
MIS403	Data Warehousing and Business Intelligence	3	3	1	MIS202, MIS303
MIS404	Artificial Intelligence	3	3	1	MIS202

## List of Minor Courses/ Management Information Systems Minor

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MIS302	E-Commerce	3	3		MIS201
MIS303	Data Base Systems	3	3	1	MIS201
MIS306	System Analysis and Design	3	3	1	MIS303
MIS307	Operating Systems	3	3	1	MIS303
MIS401	Decision Support Systems	3	3		MIS201

**MAJOR OF**  
**FINANCE**



Finance is a discipline involving the study of how individuals, businesses and institutions raise funds to implement investment strategies, and how they allocate these funds to a variety of investment opportunities, allowing for the time between investment and future payoff and the risks attached to these future payoffs. The discipline of finance covers three key areas:

- Capital markets and financial institutions
- Investments and financial planning
- Corporate finance

You will have study options in each of these areas, as well as personal finance streams.

The Bachelor degree in Finance includes general business subjects as well as focusing on key areas of personal finance, corporate finance and investment, risk, banking and international finance.

Students complete a specialized but well-rounded programme of study.

The availability of elective enables the development expertise in one or more interest areas. This degree equips graduates to succeed in the dynamic , fast- moving financial services industry.



LEVEL THREE FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MAT301	Insurance and Risk Management	3	3	1	MAT101
FIN301	Corporate Finance (2)	3	3	1	FIN201
FIN302	Bank Management	3	3	1	ACT101
	Minor (1)	3	3		
	Elective (1)	3	3		
Total Credit Hours		15			

LEVEL THREE SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
FIN303	Investment and Portfolio Management	3	3	1	FIN201
FIN304	Financial Institutions	3	3	1	MGT101, FIN201
FIN305	Financial Markets	3	3	1	FIN201
	Minor (2)	3	3		
	Elective (2)	3	3		
Total Credit Hours		15			



LEVEL FOUR FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT401	Strategic Management	3	3	1	MGT101
GFI401	Graduation Project 1	2	2		REM101, SAT201, FIN301, FIN305
	Minor (3)	3	3		
	Minor (4)	3	3		
	Elective (3)	3	3		
Total Credit Hours		14			

LEVEL FOUR SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT402	Feasibility Studies	3	3	1	MGT101, ECN101
GFI402	Graduation Project 2	2	2		GFI401
FIN401	Financial Statements Analysis	3	3	1	ACT101, FIN301
FIN402	International Finance	3	3	1	FIN301
	Minor (5)	3	3		
	Elective (4)	3	3		
Total Credit Hours		17			

## List of Elective Courses/ Finance Major

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT301	Negotiation Management	3	3		MGT101
MGT302	Business Communication	3	3		MGT101
MGT303	Small Business Management and Entrepreneurship	3	3		MGT101
FIN306	Financial Risk Management	3	3	1	MAT301
FIN307	Special Topics in Finance	3	3	1	FIN301
FIN403	Behavioral Finance	3	3		FIN301, FIN303
FIN404	Financial Derivatives	3	3	1	FIN302, MAT301
FIN405	Islamic Finance	3	3		FIN302

## List of Minor Courses/ Finance Minor

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MAT301	Insurance and Risk Management	3	3	1	MAT101
FIN301	Corporate Finance(2)	3	3	1	FIN201
FIN302	Bank Management	3	3	1	ACT101
FIN303	Investment and Portfolio Management	3	3	1	FIN201
FIN305	Financial Markets	3	3	1	FIN201

**MAJOR OF**

# **MARKETING**



Marketing enables organizations to respond to market needs and maximize profitability. All organizations engage in marketing activities, including corporate firms, not-for-profit and government organizations.

Key marketing responsibilities include:

- Finding out what goods and services customers need and want.
- Positioning the organization strategically in the market to meet customer needs and wants.
- Determine the best ways to advertise, price and distribute goods and services that customers desire. Our teaching spans the wideness of marketing education, including advertising, product and brand management, strategic marketing, global marketing, electronic marketing and buyer behavior.

The Bachelor degree in Marketing is designed to address the practical skills that are essential in the contemporary business world as well as integral to pursuing an advanced degree.

The programme prepares student to undertake and manage the development of consumer audiences and the process of moving products from producers to consumers.

We provide a general knowledge of marketing with emphasis on the marketing mix elements and target markets for consumer and industrial products.

Marketing strategies, customer behavior, and international marketing are topics covered during the study programme .



LEVEL THREE FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MKT301	Services Marketing	3	3		MKT201
MKT302	Consumer Behavior	3	3		MKT201
MKT303	Marketing Research	3	3	1	MKT201
	Minor (1)	3	3		
	Elective (1)	3	3		
Total Credit Hours		15			

LEVEL THREE SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MKT304	Integrated Marketing Communication	3	3	1	MKT201
MKT305	International Marketing	3	3	1	MKT303
MKT306	E-Marketing	3	3		MKT201
	Minor (2)	3	3		
	Elective (2)	3	3		
Total Credit Hours		15			



LEVEL FOUR FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT401	Strategic Management	3	3	1	MGT101
GMK401	Graduation Project 1	2	2		REM101, SAT201, MKT305, MKT306
	Minor (3)	3	3		
	Minor (4)	3	3		
	Elective (3)	3	3		
Total Credit Hours		14			

LEVEL FOUR SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT402	Feasibility Studies	3	3	1	ECN101, MGT101
GMK402	Graduation Project 2	2	2		GMK401
MKT401	Strategic Marketing	3	3	1	MKT201
MKT402	Sales Management	3	3		MKT201
	Minor (5)	3	3		
	Elective (4)	3			
Total Credit Hours		17			

## List of Elective Courses/ Marketing Major

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT301	Negotiation Management	3	3		MGT101
MGT302	Business Communication	3	3		MGT101
MGT303	Small Business Management and Entrepreneurship	3	3		MGT101
MKT307	Green Marketing	3	3		MKT201
MKT308	Marketing Distribution Channels	3	3		MKT201
MKT403	Customer Relationship Management	3	3		MKT302
MKT404	Public Relations Management	3	3		MKT201
MKT405	Enterprise Marketing Management	3	3		MKT302

## List of Minor Courses/ Marketing Minor

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MKT302	Consumer Behavior	3	3		MKT201
MKT303	Marketing Research	3	3	1	MKT201
MKT304	Integrated Marketing Communication	3	3	1	MKT201
MKT306	E-Marketing	3	3		MKT201
MKT401	Strategic Marketing	3	3	1	MKT201

**MAJOR OF**

# **HUMAN RESOURCES MANAGEMENT**



The Bachelor degree in Human Resources Management offers issues surrounding the management of people in organizations as well as contemporary issues of work employment and industrial relations that are embedded in the broader context of global economy. Our goal is to produce graduates with high employability as general and specialist managers in a range of organizations, including profit-seeking, not-for-profit and governmental organizations.

Students develop insights into human resources functions and outside influences on modern business such as economic, social and legal issues. Students may obtain a strategic understanding of workforce planning and development, training, compensations and benefits, global human resource management, employee health and safety, and labor law.

Key management responsibility include:

- Providing direction through leadership, strategic planning and decision-making
- Recruiting ,training and managing staff , and developing the capabilities of the organization
- Developing efficiency, quality and innovation in operations in a global context

To fulfill these responsibilities successfully, managers need specialized knowledge.

They need to know what makes organizations successful, and how to analyse, manage and improve performance in a range of organizational areas.



## Human Resources Management (HRM)

LEVEL THREE FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
HRM301	Performance Management	3	3	1	MGT101, HRM201
HRM302	Recruitment and Selection	3	3		HRM201
HRM303	Human Resources Planning	3	3		HRM201
	Minor (1)	3	3		
	Elective (1)	3	3		
Total Credit Hours		15			

LEVEL THREE SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
HRM304	Training and Development	3	3		HRM303
HRM305	International Human Resources Management	3	3		HRM302, HRM303
HRM306	Job Analysis and Design	3	3		HRM302, HRM303
	Minor (2)	3	3		
	Elective (2)	3	3		
Total Credit Hours		15			

LEVEL FOUR FALL					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT401	Strategic Management	3	3	1	MGT101
GHR401	Graduation Project 1	2	2		REM101, SAT201, HRM305, HRM306
	Minor (3)	3	3		
	Minor (4)	3	3		
	Elective (3)	3	3		
Total Credit Hours		14			

LEVEL FOUR SPRING					
Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT402	Feasibility Studies	3	3	1	MGT101, ECN101
GHR402	Graduation Project 2	2	2		GHR401
HRM401	Strategic Human Resources Management	3	3	1	HRM201, MGT401
HRM402	Compensation and Rewards	3	3		HRM301, MGT401
	Minor (5)	3	3		
	Elective (4)	3	3		
Total Credit Hours		17			



## List of Elective Courses/ Human Resources Management Major

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MGT301	Negotiation Management	3	3		MGT101
MGT302	Business Communication	3	3		MGT101
MGT303	Small Business Management and Entrepreneurship	3	3		MGT101
HRM307	Human Resources Information Systems	3	3	1	HRM201, MIS201
HRM308	Special Topics in Human Resources	3	3		HRM306
HRM403	Advanced Human Resources	3	3		HRM201
HRM404	Human Behavior in Organizations	3	3		HRM201, MGT102
HRM405	Personal Effectiveness in Organizations	3	3		HRM201, HRM306

## List of Minor Courses/ Human Resources Management Minor

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
HRM301	Performance Management	3	3	1	MGT101, HRM201
HRM302	Recruitment and Selection	3	3		HRM201
HRM303	Human Resources Planning	3	3		HRM201
HRM304	Training and Development	3	3		HRM303
HRM401	Strategic Human Resources Management	3	3	1	HRM201, MGT401

# AGREEMENTS & PARTNERSHIPS

Future University has signed many academic co-operation agreements with some of the world's most distinguished universities. The agreements include faculty and student exchange, continuing education, awarding certificates for programmes taught on campus. These agreements aim to promote the academic, scientific, technical and cultural relations between FUE and its counterparts, through but not restricted to, academic exchanges, scientific research, professional internships and technical cooperation.







## BA School of Business. Riga Latvia

To realize the objectives of this agreement, the parties have agreed to participate in EU funded programmes, promote the exchange of graduate and postgraduate students, participate in seminars, workshops and conferences organized by both parties. The agreement is also intended to promote the exchange of publications and documentation on current research projects, and conduct collaborative scientific research.

- Participate in the EU Funded programmes.
- Promote the exchange of academic staff and undergraduate and postgraduate students.
- Develop and promote administrative and teaching staff quality management.
- Participate in seminars, workshops and conferences.
- Participate in mutual programmes and projects.
- Conduct mutual scientific research.
- Promote the exchange of publications and documentation on current research projects.
- Mutual organization of courses and workshops.







## University of Cincinnati

To achieve international quality standards and accreditation, FUE and the University of Cincinnati (UC) signed an agreement for an academic partnership effective July 2013. It includes the undergraduate programs in Faculty of Engineering & Technology, Faculty of Commerce & Business Administration, Faculty of Economics & Political Science and Faculty of Computers & Information Technology. In collaboration with FUE professors, an academic team from UC reviewed the curricula in the four faculties and identified areas for improvement commensurate with the Egyptian Ministry of Higher Education and international quality standards. As a result, UC recognized the programs in the four faculties as qualified for the partnership and certification.

Students graduating from FUE will have the UC accreditation on their certificates and final transcripts. This reflects the common standards and educational quality of FUE and UC. The collaboration will include a number of joint FUE/UC activities including but not limited to students and professors exchanges, research, projects, seminars, and annual audits.









## Louisiana State University

Louisiana State University, Baton Rouge, Louisiana, USA. The agreement with LSU was signed in June 2010. The purpose of this agreement is to promote international understanding and scholarly collaboration between the two Universities. The agreement involves exchange of faculty members as visiting professors, undergraduate students, exchange of scholars for lectures, talks, conferences, symposia and other academic experiences.

- 1-Faculty and students exchange
- 2-Special efforts will be undertaken to arrange cooperative ventures beyond the direct exchange of staff, including educational research projects, exchange of teaching resources, and cooperative curriculum development efforts.
- 3-The designated representatives at each institution will develop a plan for special activities that are undertaken.
- 4-FUE and LSU agree to exchange publications, scholarly materials, and official publications, as appropriate.
- 5-Other international cooperative projects between FUE and LSU, such projects as conferences and joint research projects.









## Southern Illinois University

- Exchange of students
- Exchange of faculty and staff members
- Joint research activities & knowledge transfer
- Joint organization of seminars & academic meeting
- Exchange of academic materials & pursuit of joint certificates
- Joint organization of special academic & non- academic programmes.
- Publication of the results of collaborative research projects.
- Consultation regarding quality assurance protocols, assessment of student- learning outcomes, and modern pedagogies.
- Consultation regarding development of new FUE programmes & enhancement of existing programmes.
- Consultation on FUE achievement of international educational standards for all faculties.
- Use of library facilities at both universities.







## Wright State University

- Exchange of students
- Exchange of faculty and staff members
- Joint research activities & knowledge transfer
- Joint organization of seminars & academic meeting
- Exchange of academic materials & pursuit of joint certificates
- Joint organization of special academic & non- academic programmes.
- Publication of the results of collaborative research projects.
- Consultation regarding quality assurance protocols, assessment of student- learning outcomes, and modern pedagogies.
- Consultation regarding development of new FUE programmes & enhancement of existing programmes.
- Consultation on FUE achievement of international educational standards for all faculties.
- Use of library facilities at both universities.







## University of New Mexico

- Exchange of students
- Exchange of faculty and staff members
- Joint research activities & knowledge transfer
- Joint organization of seminars & academic meeting
- Exchange of academic materials & pursuit of joint certificates
- Joint organization of special academic & non- academic programmes.
- Publication of the results of collaborative research projects.
- Consultation regarding quality assurance protocols, assessment of student- learning outcomes, and modern pedagogies.
- Consultation regarding development of new FUE programmes & enhancement of existing programmes.
- Consultation on FUE achievement of international educational standards for all faculties.
- Use of library facilities at both universities.









## Educational Technology

FUE provides all students with the tools and technology to attain knowledge, skills, perspective and abilities to serve in management positions and play leading roles in helping organizations achieve their goals in the "Information Age". FUE's primary mission is providing leadership and support in the appropriate use of technology for teaching, learning and research. We fulfill our mission by:

- Creating opportunities to enable the faculty to expand their use of technology for teaching and learning
- Participating in research opportunities to better educate faculty, staff, and students in the use of emerging technologies as they relate to teaching and learning
- Enhancing the curriculum through the use of instructional design, which aims to maximize the efficiency and effectiveness of teaching and learning practices
- Managing and implementing university-wide technology that is designed to support teaching, learning, and research

Our students use real world tools that help prepare them for lifelong learning and the evolving demands of the global workforce and marketplace.

# RESEARCH



Future University aims at praising the importance of scientific and technological development, in a restless world of new inventions and techniques. FUE strives to apply the educational international standards and be a leader among the private educational sector in Egypt. Due to the essentiality of scientific research, FUE supports faculty staff in all research areas.





