



**Faculty of Commerce & Business  
Administration – Future University**

**FINANCE PROGRAM SPECIFICATION**

**Business Administration Department  
Academic year 2022-2023**

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## Faculty and Program Mission:

### Faculty Mission:

The faculty of Commerce and Business Administration in Future University is committed to achieve educational effectiveness that keeps pace with modern trends and technology in education, to prepare a distinguished graduate with professional values and ethics capable of innovation and competition locally and regionally, and excellence in scientific research, community service and participate in achieving sustainable development.

### Finance Mission:

“The Finance Program at the Faculty of Commerce and Business Administration Future University is committed to prepare a specialized graduate qualified to compete in the local and regional markets and committed to professional ethics, excellence in scientific research and community service which contributes to achieve sustainable development.”

## Program Objectives

1. Providing the student with basic science knowledge and developing modern applied and innovative skills through practical training in the field of finance.
2. Enhancing the student's knowledge of contemporary theoretical and applied financial and banking issues.
3. Enhancing the student's ability to compete and work in various financial institutions.
4. Supporting the student's lifelong learning to complete postgraduate studies, professional certificates, and preparing scientific research in the field of finance and banking.
5. Enhancing effective communication skills with the labor market in the field of finance.
6. Identify, analyze and solve professional problems using analytical thinking and appropriate quantitative and qualitative techniques.
7. Commitment to the basic concepts of scientific honesty and the ethics of practicing the profession and strengthening its social responsibility.

## A - Basic Information

1. **Program Name:** Finance
2. **Program Type:** Single
3. **Department in charge of the program:** Business Administration Department
4. **Departments Sharing in the Program:**
  - Accounting Department
  - Management Information System Department
  - University Requirements and Training Center
    - English Unit
    - University Requirement Unit
5. **Date of program approval:** 2006
6. **Date of Program Specification Approval:**
  - Department Council Approval: 18/7/2022
  - Faculty Council Approval: 218/7/2022
7. **Program Coordinator:** Dr. Marwa El Maghawry
8. **Internal Reviewer of the Program:** Dr Heba Srour
9. **External Reviewer of the Program:** Prof. Fawzy Mohamed hekal

## B - Specialized Information

### 1- Finance Program Aims

*By the end of the program graduates should be able to:*

- A1.** Use scientific thinking methods, solving problems techniques and research writing skills in Finance **(General ARS: 1.1)**
- A2.** Employ the knowledge and skills acquired in finance to positively serve the community and the surrounding environment. **(General ARS: 1.2)**
- A3.** Provide professional expertise in finance. **(General ARS 1.2)**
- A4.** Communicate effectively with others. **(General ARS: 1.3)**
- A5.** Interact with global changes and developments and impact of them on finance field. **(General ARS: 1.4)**
- A6.** Develop concepts and tools of finance field by continuing learning. **(General ARS: 1.5)**
- A7.** Comprehend the fundamentals of cost of capital estimation, dividends distributions and contemporary issues in Finance **(General ARS: 1.5)**
- A8.** Demonstrate professional responsibilities and commitments in accordance with legal rules and ethical standards. **(General ARS: 1.6)**
- A9.** Prepare project feasibility studies and investment proposals' evaluation. **(General ARS: 1.7)**
- A10.** Use information technology in Financial Analysis, financial Modeling, and valuation. **(General ARS: 1.8)**

## 2- Intended Learning Outcomes (ILOs):

### a. Knowledge and Understanding:

- **Finance General ILOs: Knowledge and Understanding**

*By the end of the program the graduate should be able to:*

**a1.** Describe different management organizational types, their structures, and functions (General ARS: 2.1)

**a2.** Discuss the different environments in which organizations operate and the different methods to deal with it. (General ARS: 2.2)

**a3.** Illustrate the current developments, new trends and contemporary issues in business practices. (General ARS: 2.3)

**a4.** Explain the concepts, principles and theories related to business practices (General ARS: 2.4)

**a5.** Relate other social sciences relevant to business discipline. (General ARS: 2.5)

**a6.** Demonstrate the research methodology, analysis, and statistical techniques related to the field management sciences. (General ARS: 2.6)

**a7.** Explain the interdisciplinary approaches and concepts between management sciences and other social sciences. (General ARS: 2.7)

**a8.** Express all the ethical and disciplinary considerations in the business field. (General ARS: 2.8)

- **Finance Specific ILOs: Knowledge and Understanding**

*By the end of the program the graduate should be able to:*

*In addition to the general knowledge and concepts that a graduate of the Faculty of Commerce should acquire, a graduate of the Finance program should be able to:*

**a9.** Identify the types of business establishments and the general framework governing the mechanisms of work of financial markets and institutions, such as the legal, regulatory, tax environment and corporate governance systems. (Finance ARS: 2.9)

- a10. Demonstrate the mechanisms of applying basic financial theories such as transactions related to securities and their valuation, interest rate **ARS: 2.10)**
- a11. Identify tools of collecting financial and non-financial data related to the performance of business units and financial institutions. **(Finance ARS: 2.11)**
- a12. Recognize the fundamentals and theories of investment decision-making, including the relationship between risk and return, managing portfolios and evaluating their performance. **(Finance ARS: 2.12)**
- a13. Explain the basics of preparing budgets, financial feasibility studies and evaluating available investment alternatives. **(Finance ARS: 2.13)**
- a14. Discuss the basics of banking and the most important traditional and Islamic banking services, and how to market them. **(Finance ARS: 2.14)**
- a15. Describe the basics of the traditional and online operations of financial institutions in all their forms (banks - insurance companies - brokerage companies - financing institutions and others). **(Finance ARS: 2.15)**
- a16. Identify the tax and business legislation relevant to financial markets and institutions. **(Finance ARS: 2.16)**
- a17. Illustrate the principles of financial and banking risk analysis and management. **(Finance ARS: 2.17)**
- a18. Comprehend the basics of financial information systems and its relationship with financial analysis and decision support system. **(Finance ARS: 2.18)**

## **b. Intellectual Skills:**

- **Finance General ILOs: Intellectual Skills**

*By the end of the program the graduate should be able to:*

- b1. Classify the different scientific approaches used in thinking and information systems usage. **(General ARS 3.1)**
- b2. Interpret the different approaches of creative thinking. **(General ARS 3.2)**
- b3. Evaluate critically the positive approaches and the negative drawbacks related to contemporary issues. **(General ARS 3.3)**
- b4. Analyze numerical data and its interpretation. **(General ARS 3.4)**

- b5.** Choose the appropriate practices that enable organizations to transform threats to opportunities. (General ARS 3.5)
- b6.** Integrate the subjective viewpoints in an objective scientific manner supported by business supports, financial data and research findings in the business discipline. (General ARS 3.6)

- **Finance Specific ILOs: Intellectual Skills**

*By the end of the program the graduate should be able to:*

Besides the general Intellectual skills that a graduate of the Faculty of Commerce should acquire, a graduate of the Finance program should be able to:

- b7.** Analyze economic events and different types of information related to financial and banking work. (Finance ARS: 3.7)
- b8.** Forecast the future based on historical data. (Finance ARS: 3.8)
- b9.** Correlate between economic, financial and environmental variables and decision-making patterns. (Finance ARS: 3.9)
- b10.** Think creatively in communicating, presenting ideas and results using appropriate means. (Finance ARS: 3.10)
- b11.** Prepare different scenarios, strategies and models for dealing with events based on information and database system. (Finance ARS: 3.11)

### **c. Professional and Practical skills:**

- **Finance General ILOs: Professional and Practical Skills**

*By the end of the program the graduate should be able to:*

- c1.** Use organizational resources (physical, financial, human... etc.) efficiently and effectively. (General ARS 4.1)
- c2.** Conduct different market research studies and analysis. (General ARS 4.2)
- c3.** Examine different information sources and their validity. (General ARS 4.3)
- c4.** Collect various data and statistics and interpret their economic and social indications. (General ARS 4.4)



- c5. Design management, accounting and insurance information systems related to various business disciplines. (General ARS 4.5)
- c6. Employ the appropriate scientific methods in solving problems. (General ARS 4.6)
- c7. Appraise the performance of different organization through business monitoring and management control techniques. (General ARS 4.7)
- c8. Prepare business reports in a scientific manner. (General ARS 4.8)
- c9. Practice computer applications and information technology in the various business disciplines (General ARS 4.9)
- c10. Use financial data, appraisal reports and other business reports for improving organization performance. (General ARS 4.10)

- **Finance Specific ILOs: Professional and Practical Skills**

*By the end of the program the graduate should be able to:*

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

- c.11. Analyze the financial and non-financial data of companies and financial institutions. (Finance ARS: 4.11)
- c.12. Interpret economic, mathematical and statistical indicators. (Finance ARS: 4.11)
- c.13. Prepare feasibility studies to evaluate projects and select best investment alternatives. (Finance ARS: 4.12)
- c.14. Use various pricing models of capital assets. (Finance ARS: 4.13)
- c.15. Forecast risks at both individual investment and financial institutions levels. (Finance ARS: 4.14)
- c.16. Use financial derivatives in risk management. (Finance ARS: 4.15)
- c.17. Relate economic and financial variables, such as the relationship between changes in the exchange rate or interest rate and the prices of stocks and bonds. (Finance ARS: 4.16)
- c.18. Present specialized financial and non-financial reports. (Finance ARS: 4.17)
- c.19. Provide financial and specialized level consultation. (Finance ARS: 4.18)
- c.20. Use appropriate statistical programs in data analysis. (Finance ARS: 4.19)

## **d. General and Transferable Skills:**

- **Finance General ILOs: General & Transferable**

*By the end of the program the graduate should be able to:*

- d1.** Manage time effectively. (General ARS: 5.1)
- d2.** Communicate effectively with others. (General ARS: 5.2)
- d3.** Respect teamwork. (General ARS: 5.3)
- d4.** Participate in continuous professional development and lifelong learning through developing intellectual and cognitive skills. (General ARS: 5.4)
- d5.** Use both qualitative methods and problem solving tools on individual and corporate levels. (General ARS: 5.5)
- d6.** Apply communication skills techniques in Presentations and discussion. (General ARS: 5.6)
- d7.** Enhance self and stress management skills. (General ARS: 5.7)
- d8.** Implement creative, innovative, and continuous work techniques. (General ARS: 5.8)
- d9.** Retrieve different scientific terminologies related to business practices (General ARS: 5.9)
- d10.** Use English language properly in all discussions, research, and presentations (General ARS: 5.10)

### 3- Academic Standards of the program:

The faculty had designed Academic Reference Standards (ARS) for the program which were approved by the department council on: 12/9/2016 and approved by the faculty council No. 36 on 3/10/2016.

***Review the following Appendices:***

- ***Appendix A:*** ARS for Finance Program
- ***Appendix B:***
  - NARS for accounting program
  - NARS for business administration program
  - NARS for Finance and Banking Program 2011 in Syria
  - Comparison between Finance ARS, Accounting Program NARS Business Administration Program NARS and Finance and Banking Program NARS in Syria
- ***Appendix C:*** Matrix of Graduate attributes vs Program Mission and Objectives
- ***Appendix D:*** Program vs ARS Matrix
- ***Appendix E:*** Program Aims Vs Program ILOs

### 4- Academic References Standards (Benchmark) (appendix 2)

- National Academic Reference Standards for business administration program.
- National Academic Reference Standards for accounting program.
- National Academic Reference Standards for the Finance and Banking Program 2011 in Syria.

### 5- Program Structure and structure:

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

**b- Program structure:**

- Actual hours: Theoretical (130), Practical (17), Total (147)

- Total credit hours: (130)

Courses		NARS	Program	
No.	Sciences Nature	%	Credit Hours	%
1	Basic Sciences	25%	33	25.5%
2	Humanities & Social Sciences	12.5%	16	11.5%
3	Specialization Courses	50%	65	51.5%
4	Sciences left to colleges	12.5%	16	11.5%
	<b>Total</b>	<b>100%</b>	<b>130</b>	<b>100%</b>

**\*Humanities & Social Sciences:**

PSC110, MGT 102, 2 Uni. Electives, LAW101, ECN102

**\*Specialization Courses:**

(Compulsory and Electives, Minor, SAT 101, SAT 201, MAT 101, FIN 201)

**\*Sciences left to colleges**

(Eng Ket, Eng PET, REM 101, ECN 101, ECN 201)

**\*Basic Sciences:**

Remaining courses of faculty requirements

**\*Summer training:**

6 weeks at the end of the 2<sup>nd</sup> and 3<sup>rd</sup> year-3weeks each year

## C. Program Courses

### 1- University Requirements

- **Mandatory (Compulsory) Courses: (8 credit hours)**

Course Code	Course Name	Credit Hours	Prerequisites
ENG EL	English Elementary	0	-
ENG KET/KET A	English KET/KET Advanced	2	ENG KET
ENG PET/ ENG PET A	English PET/ PET Advanced	2	Placement test
CSC101	Introduction to Computer	2	-
PSC110	Human Rights	2	-

- **Elective Courses: (4 credit hours)**

Course Code	Course Name	Credit Hours	Prerequisites
MGT100	Small Business Management	2	-
PSY101	Introduction to Psychology	2	-
SOC101	Introduction to Sociology	2	-
ENV101	Introduction to Environmental Science	2	-
CSC102	Specialized Computer Applications	2	CSC101
SCT101	Scientific Thinking	2	-
CPS101	Communication and Presentation Skills	2	-

### Faculty Requirements (63 credit hours):

Course Code	Course Title	Prerequisite	Credit hours
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
<b>Total Credit Hours</b>			<b>63 hours</b>

## 2- Specialization core courses: (40 Credit Hours)

### Compulsory Courses

Course Code	Course Title	Prerequisite
MAT301	Insurance and Risk Management	MAT101
FIN301	Corporate Finance (2)	FIN201
FIN302	Bank Management	ACT101
FIN303	Investment and Portfolio Management	FIN201
FIN304	Financial Institutions	MGT101, FIN201
FIN305	Financial Markets	FIN201
FIN401	Financial Statements Analysis	ACT101,FIN301
FIN402	International Finance	FIN301
GFI401	Graduation Project 1	REM101, SAT201, FIN301, FIN305
GFI402	Graduation Project 2	GFI401
	Elective (1)	
	Elective (2)	
	Elective (3)	
	Elective (4)	

### Major Electives:

Course code	Course Name	Prerequisites
MGT301	Negotiation Management	MGT101
MGT302	Business Communication	MGT101
MGT303	Small Business Management and Entrepreneurship	MGT101
FIN306	Financial Risk Management	MAT301
FIN307	Special Topics In Finance	FIN301
FIN403	Behavioural Finance	FIN301, FIN303
FIN404	Financial Derivatives	FIN302, MAT301
FIN405	Islamic Finance	FIN302

- **Minor Courses: (15 Credit Hours)**

**Students can choose one of the following minors**

#### 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

#### List of Minor Courses/ Accounting Minor

Course Code	Course Title	Credit Hour	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

### List of Minor Courses/ HR 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	1	HRM201
HRM303	Human Resources Planning	3	3	1	HRM201
HRM304	Training and Development	3	3	1	HRM303
HRM401	Strategic Human Resources Management	3	3	1	HRM201, MGT401

### 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

### Program courses distribution according to levels:

#### 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		
<b>Total Credit Hours: 15 Hours</b>					



### Level one – Spring

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
ECN 102	Introduction to Macroeconomics	3	3	1	
MGT 102	Organization Behavior	3	3		MGT101
REM 101	Research Methodology	3	3	1	
SAT 101	Introduction to Business Statistics	3	3	1	
ACT 102	Financial Accounting	3	3	1	ACT101
<b>Total Credit Hours: 15 Hours</b>					

### 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		
<b>Total Credit Hours: 15 Hours</b>					

### Level two – Spring

Course Code	Course Title	Credit Hours	Theoretical (Hours)	Practical (Hours)	Pre-requisite
MIS202	Introduction to Programming	3	3	1	MIS201
SAT201	Advanced Statistics	3	3	1	SAT101
ECN201	Money and Banking	3	3	1	ECN102
HRM201	Introduction to Human Resources Management	3	3		MGT101
<b>Total Credit Hours: 12 Hours</b>					

### 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		
<b>Total Credit Hours: 15 Hours</b>					

### 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		
<b>Total Credit Hours: 15 Hours</b>					

### 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
	Minor (3)	3	3		
	Minor (4)	3	3		
	Elective (3)	3	3		
<b>Total Credit Hours: 14 Hours</b>					

### 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		GAC 401
ACT401	Advanced Auditing	3	3	1	ACT 301, ACT 306
ACT402	Specialized Accounting	3	3	1	ACT 302
	Minor (5)	3	3		
	Elective (4)	3	3		
<b>Total Credit Hours: 17 Hours</b>					

## 6- Course Content:

**Review Appendix F:** Program ILOs vs Courses matrix

**Review Appendix G:** Courses Specification

## 7- Program Admission Requirements

### **Students, with the following qualifications, are eligible for admission at Future University:**

- Those who have The Egyptian General Secondary Certificate of Education (Thanaweya Amma) or its equivalent certificates according to rules issued by the Supreme Council of Private Universities. The University Council, considering rules of admission to the faculty, determines number of non-Egyptian students who might be admitted at the University.
- Those who receive the required grades in high school exam or its equivalent according to the Ministry of Higher Education policy toward private higher education. These grades should not be less than those spelled out in the Presidential Decree concerning the establishment of Future University.
- Those who successfully pass admission and competence tests, or any other tests determined by the University Council.
- Those who successfully pass high school exam or its equivalent required admission courses for the Faculty he/ she is applying for.
- Those who successfully pass medical exam determined by University Council.

### **Students with high school certificate or its equivalent from previous year might be admitted if the following conditions are met:**

- No more than one year elapsed since student received high school certificate or its equivalent.
- Student should have received minimum required grade for admission at the University according to the Presidential Decree of its establishment.
- Student should present a confirmation that he/she is not admitted to any Egyptian or equivalent University in the year he/she received his/ her high school certificate or its equivalent.
- Student should successfully pass competence tests or any other tests required by the University.
- Students who have been dismissed from state or private universities are ineligible for admission.

### **English Language Requirements:**

Since English is the teaching language at FCBA, all applicants must go through an English placement exam as an enrollment condition for any degree program. Based on the exam score the students' English level is classified as Elementary level which is non-credit, Key English Test (KET) level or Preliminary English Test (PET). The student grades in ENG PET/ ENG PET A and in ENG KET/ ENG KET A is counted in their GPA

## 8- Regulations for progression and program completion:

- To receive a bachelor's degree, students must complete a four-year program in which they complete 130 credit hours which combine University requirements, Faculty requirements and Department requirements given that the minimum letter grade in any course is "D" and the minimum Cumulative Grade Point Average (CGPA) is "C" to be awarded a Bachelor of Science Degree (B.Sc.).

- **Semesters:**

Academic year is divided into two regular semesters (fall and spring); each semester consists of fifteen weeks. The Faculty could arrange for summer semester which covers six weeks where students would be allowed to register for a maximum of six credit hours.

- **Class Levels:**

- In First Level: Students should pass **36** Credit hours as follows:  
Compulsory **32** – Elective **4**
- In Second Level: Students should pass **33** Credit hours as follows:  
Compulsory **33** - Elective **0**

**Student would select his/ her major starting with third academic year after earning minimum of 54 credit hours.**

- In Third Level: Students should pass **30** Credit hours as follows:  
Compulsory **24** - Elective **6**
- In Fourth Level: Students should pass **31** Credit hours as follows:  
Compulsory **25** - Elective **6**

- **Academic Load**

The number of credit hours that the student register during the academic semester shall not exceed (18) eighteen credit hours and shall not be less than (12) twelve credit hours. But the summer semester the normal load a normal load shall not exceed 7 credit hours (9 credit hours in case of graduation). Students who are eligible to register an in exceptional cases, according to the rules set by the faculty and based on the proposal of the Academic Advisor, the student may register three credit hours more than the maximum after the approval of the Dean, provided that his cumulative GPA is not less than 3.5 in non-graduation cases or 2.0 in graduation cases.

- **Attendance and Absence:**

Attending classes and labs are essential where students benefit from lectures and discussions with professors and classmates. Students should attend regularly to avoid any negative impact on their grades.

- **In case of absence** of one of the semester tests without acceptable excuse, students will not be given another test opportunity. If absence percentage in one of the courses reached, during the first twelve weeks of the semester, 25% of attendance the student may withdraw from the course. If absence percentage, however, exceeded 25% the student would not be allowed to withdraw, attend lectures, attend final exam and will receive F in the course (the faculty deprive the students from attending final exam). The student receives two warning before being prohibited
- **In case of Incomplete Course** students who are unable to complete a course may be permitted to continue work in that course beyond the examination period. In such a case, a grade of “I”, for “incomplete,” is assigned. The students must decide with the professor to complete the course maximum within one week after the beginning of the new academic semester. Failure to do this results in recording grade F for that course.
- **Warnings**

If a student at the end of a semester received CGPA less than 2.0 he/she would be put under probation and academic supervision for 4 successive semesters. He/she should upgrade the CGPA to 2.0 by the end of the successive semester. In this case a written warning should be sent to the student and a copy to his parents explaining the consequences of his lack of commitment to the academic supervision.

During that period, student would not be allowed to register for more than 12 Credit Hours in a semester in addition to the English course. The student should meet with his academic advisor to follow up on the student status with other professors. By the end of this period, if the student did not receive GPA of 2.0, he/ she would be terminated from the University.

- **Repeating Courses**

**Repeating a course in case of a student wishes to improve his/her grades:** A student might repeat a course to improve its grade. In this case, the higher grade will be calculated into the GPA and the previous grade will be erased from the student's record. If a student wishes to repeat a course for a second time, he/she

should present an appeal to students' affairs council with the view of the academic advisor and the Faculty council.

**Repeating a course in case a student receives F:** A student is allowed to repeat a course which he failed. If he/she successfully passes the course, F would be erased from his/her transcripts and the new grade will be calculated in his GPA.

**Change of Courses:** Students who wish to drop or add any course must follow the rules which are determined by registration office in the Faculty. Students will not be allowed to drop and add any course without prior permission from his academic advisor, students may withdraw courses. A grade of “W” will be assigned to students in the withdrawn courses. o Students will receive a grade of “F” if they stop attending classes without officially dropping or withdrawing the course.

**Grading scheme:** Each instructor evaluates students' activities during the semester (attendance, semester exams, assignments and mid - terms) in addition to final written exam at the end of the semester. The students' course work represents 60% of the total course grade while the final exam represents 40% of the total course grade, except some courses that has different nature such as graduation project. Course grading schemes are represented in the below table:

Grade	%	GPA
A	≥ 90%	4.0
A-	= 85% > 90%	3.7
B+	= 80% > 85%	3.3
B	= 75% > 80%	3.0
B-	= 70% > 75%	2.7
C+	= 65% > 70%	2.3
C	= 60% > 65%	2.0
C-	= 55% > 60%	1.7
D+	= 53% > 55%	1.3
D	= 50% > 53%	1.0
F	< 50%	0.0

- For any student to pass the course he/ she should receive at least 50% of the course grade (D).
- The students receive no grade in case (1) if the student withdraw from the course (withdraw), or (2) the student did not enter the final exam but submit an excuse accepted by the faculty (incomplete).
- GPA at the end of each semester is calculated as follows:  $GPA = \frac{\text{Total of (Grade} \times \text{Number of Credit Hours for each course)}}{\text{Number of Credit Hours received during study years}}$ .

## 9- Evaluation of the students in the program:

Method	Measured (ILOs)
Written examination: (Midterm and final exams)	To assess: <ul style="list-style-type: none"> <li>▪ knowledge &amp; understanding</li> <li>▪ Intellectual skills</li> </ul>
Practical Exam	To assess: <ul style="list-style-type: none"> <li>• Practical &amp; professional skills</li> <li>▪ General and transferable skills</li> </ul> (In course ACT 307 – Computer Application in Accounting)
Course work activities Assignments, quizzes, individual and teamwork projects, Research, and reports.	To assess: <ul style="list-style-type: none"> <li>▪ knowledge &amp; understanding</li> <li>▪ Intellectual skills</li> <li>▪ Practical &amp; professional skills</li> <li>▪ General and transferable skills</li> </ul>
Graduation project:	To assess: <ul style="list-style-type: none"> <li>▪ knowledge &amp; understanding</li> <li>▪ Intellectual skills</li> <li>▪ Practical &amp; professional skills</li> <li>▪ General and transferable skills</li> </ul>

## 10- Evaluation of Program:

Evaluator	Tool	Sample
1. Senior student	Questionnaires	Not less than 25%
2. Alumni	Questionnaires	Not less than 25%
3. Stakeholders	Questionnaires, interview	Representative for all sectors
4. Internal evaluator (s)	Reports	Reports 1-2
5. External Evaluator(s)	Reports	Reports 1-2

## 11- Teaching and learning methods

- A mixture of traditional lecturing and advanced interactive methods of teaching is offered to students to gain both knowledge, hands-on experience and skills. The program integrates classroom study and workplace experience as follows.

- **Synchronous:** Interactive lectures, online interactive lectures, problem-solving, case studies and others
- **Asynchronous:** Recorded online lectures, recorded lectures, power points, uploaded worksheets
- **In-class activities:** students are usually required to work in class, submit and discuss papers and course work assignments.
- **Out-class and self-learning activities:** some courses require students to conduct field studies and visits, assignments, individual projects, teamwork projects, reports, etc.
- **Graduation projects.**
- **Field (summer) training:** students are required to undertake summer training (total 6 weeks, 3 weeks / per year) during the second and the third year in any organization relevant to his field of interest.
- **Teaching resources and Technology:** the faculty applies up-to-date interactive teaching technologies, Smart Boards and Modular Object-Oriented Dynamic Learning Environment (Moodle), which enrich and facilitate the learning process and provide opportunities for wider range of on-line interactions between students and instructors. Added to this are white boards as well as Audio-Video equipment, and Microsoft teams, and zoom, etc.

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**Head of the department :** *Associate Professor Ahmed Azmy*

**Date:** *218/7/2022*



# Appendices

# Appendix (A)

## Academic Reference Standards (ARS) for Finance Program

## أولاً: المعايير القومية الأكاديمية القياسية لقطاع كليات التجارة

المعايير الأكاديمية المرجعية لقطاع كليات التجارة

1- المواصفات العامة لخريج كليات التجارة

يجب أن يكون خريج كلية التجارة قادراً علي:

1 / 1. استخدام المنهج العلمي في التفكير وحل المشكلات.

1 / 2. توظيف المعارف والمهارات المكتسبة في مجال التخصص لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.

1 / 3. التواصل والاتصال الفعال بالآخرين .

1 / 4. التفاعل مع المستجدات والمتغيرات العالمية واستشراف طبيعة وتأثير ذلك المستجدات والمتغيرات على مجال تخصصه.

1 / 5. التعليم المستمر لتطوير المعارف والمهارات المهنية المرتبطة بمجال التخصص.

1 / 6. الالتزام وتحمل المسؤولية وإنجاز الأعمال المسندة إليه بما يتفق مع القواعد القانونية والمعايير الأخلاقية والمهنية.

1 / 7. إعداد دراسات جدوي المشروعات وتقييم المقترحات الاستثمارية.

1 / 8. استخدام الحاسب الآلي وتكنولوجيا المعلومات.

2- المعرفة والفهم

يجب أن يكون الخريج قد اكتسب المعارف وقادراً علي فهم :

1 / 2. الأشكال والأنواع المختلفة لمؤسسات الأعمال والسمات المميزة لكل منها.

2 / 2. البيئات المختلفة التي تعمل فيها المنظمات وأساليب التعامل معها.

2 / 3. التطورات والاتجاهات الحديثة والقضايا المعاصرة المرتبطة بمجال التخصص.

2 / 4. المبادئ الأساسية والنظريات والاتجاهات والمدارس الفكرية في مجال التخصص.

2 / 5. العلوم وثيقة الصلة بالتخصص الذي يدرسه الطالب.

2 / 6. مناهج البحث العلمي وأدواته وأساليب القياس والتحليل.

2 / 7. التكامل بين العلوم التجارية وغيرها من العلوم الاجتماعية.

2 / 8. أخلاقيات الأعمال والممارسة المهنية في مجال التخصص.

### 3. المهارات الذهنية

يجب أن يكون الخريج قادراً علي :

- 1/3 التحليل والاستنتاج وإتباع المنهج العلمي في التفكير.
- 2/3 تطبيق أسس ومبادئ التفكير الإبتكاري.
- 3/3 النقد والتمييز واكتشاف العناصر الإيجابية والسلبية في المسائل والقضايا المطروحة .
- 4/3 التعامل مع الأرقام وتحليلها وتفسير مدلولاتها.
- 5/3 التعامل الإيجابي مع المواقف المختلفة بما يمكن من تحويل التهديدات إلي فرص.
- 6/3 عرض الأفكار ووجهات النظر بوضوح وابداء الرأي بأسلوب علمي مدعم بالأدلة و الموضوعية.

### 4. المهارات المهنية

يجب أن يكون الخريج مكتسباً للمهارات المهنية التالية:

- 1/4 التوظيف الفعال للموارد المادية والبشرية والموارد الأخرى وتنميتها والمحافظة عليها.
- 2/4 القيام بدراسات وتحليل الأسواق.
- 3/4 البحث عن مصادر المعلومات والتحقق من صدقها.
- 4/4 جمع البيانات والإحصائيات وتحليلها وتفسيرها وما تعكسه من مؤشرات اقتصادية واجتماعية.
- 5/4 تصميم وتشغيل النظم الإدارية والمحاسبية والتأمينية كل في مجال تخصصه.
- 6/4 استخدام الأساليب العلمية في حل المشكلات العلمية.
- 7/4 أسس ومبادئ الرقابة وتقييم الأداء.
- 8/4 إعداد وعرض وتفسير التقارير في مجال التخصص بأسلوب علمي.
- 9/4 استخدام تطبيقات الحاسب الآلي وتكنولوجيا المعلومات في مجال التخصص .
- 10/4 استخدام وتوظيف نتائج البحوث والدراسات في تطوير العمل وتحسين مستويات الأداء.

### 5. المهارات العامة

يجب ان يكون الخريج مكتسباً للمهارات العامة التالية:

- 1/5 الإدارة الفعالة للوقت .
- 2/5 الاتصال الفعال والتأثير في الآخرين.
- 3/5 العمل الجماعي.
- 4/5 التنمية المعرفية والفكرية والتعلم الذاتي المستمر.
- 5/5 استخدام أساليب حل المشكلات على المستوى الفردي أو المؤسسي بكفاءة عالية.

- 6/5. العرض والتقديم والحوار.
- 7/5. إدارة الذات والتعامل مع ضغوط العمل.
- 8/5. الابتكار والتطوير والتحسين المستمر في العمل.
- 9/5. استخدام المصطلحات الفنية ذات الصلة بموضوعات البرنامج.
- 10/5. الإلمام بإحدى اللغات الأجنبية واسعة الانتشار.

## ثانياً: المعايير الأكاديمية المرجعية لبرنامج التمويل

### 1- المواصفات العامة للخريج

يجب ان يكتسب خريج برنامج التمويل المواصفات العامة لخريج قطاع كليات التجارة السابق ذكرها بالإضافة إلى ما يلي:

- 1/1. تطبيق المفاهيم الأساسية وأدوات التمويل.
- 2/1. توظيف مفاهيم الإدارة المالية وأدواتها في قرارات الاستثمار.
- 3/1. تطبيق مفاهيم وأدوات الإدارة المالية على قرارات التمويل وقرارات توزيع الأرباح التي تتأخذها الشركة.
- 4/1. تقييم هيكل حوكمة الشركات وفحص التعاملات ، من منظور الحوكمة ، بين إدارة الشركات والأسواق المالية وأصحاب المصلحة.
- 5/1. تقييم ملف مخاطر الشركات ؛ تقدير تكاليف رأس المال ، بما في ذلك الديون وحقوق الملكية باستخدام البيانات المالية.
- 6/1. مناقشة عمليات الثلاث أسواق الرأسمالية المتميزة: سوق الأسهم ، سوق السندات ، وسوق المشتقات، ونوعية الأصول المالية المتداولة في كل من هذه الأسواق.
- 7/1. شرح البيئة المالية العالمية وعملية العولمة التي تمر بها الشركات متعددة الجنسيات.
- 8/1. التعلم الذاتي و إعداد بحث في مجال التمويل.

## 2. المعارف والمفاهيم:

- إلى جانب المعارف العامة والمفاهيم التي يجب أن يكتسبها خريج قطاع كلية التجارة، يجب أن يكتسب خريج برنامج التمويل المعارف والمفاهيم التالية:
- 9/2. الإلمام بنوعيات مؤسسات الأعمال والإطار العام المنظم لآليات عمل الأسواق والمؤسسات المالية كالبيئة القانونية والتنظيمية والضريبية ونظم حوكمة الشركات.
- 10/2. الإلمام بآليات تطبيق النظريات المالية الأساسية مثل المعاملات ذات الصلة بالأوراق المالية وتقييمها و تحركات أسعار الفائدة ومحددات أسعار الصرف وغيرها.
- 11/2. استخلاص البيانات المالية وغير المالية المتعلقة بأداء وحدات الأعمال والمؤسسات المالية وتحليلها.
- 12/2. الإلمام بأساسيات ونظريات إتخاذ القرارات الإستثمارية بما في ذلك العلاقة بين العائد والمخاطر، إدارة المحافظ و تقييم أداءها.
- 13/2. الإلمام بأسس إعداد دراسات الجدوى المالية وتقييم البدائل الإستثمارية المتاحة.
- 14/2. الإلمام بأساسيات العمل المصرفي وأهم الخدمات المصرفية التقليدية والإسلامية وكيفية تسويقها.
- 15/2. معرفة أساسيات عمل المؤسسات المالية بكافة أشكالها (المصارف – شركات تأمين – شركات الوساطة- مؤسسات التمويل وغيرها).
- 16/2. تفهم التشريعات الضريبية والتجارية ذات الصلة بالأسواق والمؤسسات المالية.
- 17/2. تفهم مبادئ تحليل المخاطر المالية والمصرفية وإدارتها.
- 18/2. التعرف على نظم المعلومات المختلفة في مجال التمويل وعلاقتها بتحليل البيانات واتخاذ القرار.

## 3- مهارات ذهنية:

- إلى جانب المهارات الذهنية لخريجي كلية التجارة، يجب أن يكون خريج برنامج التمويل قادراً على:
- 7/3. تغيير الأحداث الإقتصادية والتعامل مع أنواع المعلومات المختلفة المتعلقة بالعمل المالي والمصرفي
- 8/3. التنبؤ المستقبلي بناء على البيانات التاريخية.
- 9/3. الربط بين المتغيرات الإقتصادية والمالية والبيئية وأنماط إتخاذ القرار.
- 10/3. ممارسة التفكير الإبداعي والمقدرة على إيصال الأفكار والنتائج وعرضها بإستخدام الوسائل الملائمة.
- 11/3. إعداد السيناريوهات والإستراتيجيات والنماذج المختلفة للتعامل مع الأحداث.

#### **4. المهارت المهنية:**

إلى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة، يجب أن يكون خريج برنامج التمويل قادراً على:

- 11 /4 . التحليل المالي لبيانات الشركات والمؤسسات المالية وتفسير المؤشرات الإقتصادية والرياضية.
- 12 /4 . إعداد دراسات الجدوى الإقتصادية وتقييم المشروعات وإختيار البدائل الإستثمارية.
- 13 /4 . تسعير الأصول الرأسمالية بإستخدام النماذج المختلفة.
- 14 /4 . تحليل المخاطر على مستوى الإستثمار الفردي و على مستوى المؤسسات المالية والتنبؤ بها.
- 15 /4 . إستخدام المشتقات المالية في إدارة المخاطر.
- 16 /4 . الربط بين المتغيرات الإقتصادية والمالية مثل العلاقة بين تغيرات سعر الصرف أو سعر الفائدة وأسعار الأسهم والسندات.
- 17 /4 . إعداد التقارير المالية المتخصصة وعرضها ومناقشتها.
- 18 /4 . تقديم الإستشارات المالية والنصح على المستوى التخصصي.
- 19 /4 . إستخدام البرامج الإحصائية المناسبة.

#### **5. المهارات العامة**

يجب أن يكون خريج برنامج التمويل مكتسباً المهارات العامة والمنقولة لخريجي كلية التجارة السابقة.

# Appendix (B)

## Benchmark

- *NARS for accounting program*
- *NARS for business administration program*
- *NARS for Finance and Banking Program 2011 in Syria*
  - *Alignment Matrix between ARS, Accounting NARS, Business Administration NARS and Finance and Banking NARS*



## المعايير الأكاديمية المرجعية لبرنامج المحاسبة

### المعايير الأكاديمية المرجعية لبرنامج المحاسبة

#### 1- المعارف والمفاهيم:

إلى جانب المعارف العامة والفهم التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكتسب خريج برنامج المحاسبة والمراجعة المعارف والمفاهيم التالية:

1/ 1. الإلمام بنوعيات مؤسسات الأعمال والهيئات والمنظمات وأطرها القانونية وأنشطتها الاقتصادية وطبيعتها الفنية.

1/ 2. الإطار العام لنظم المعلومات (الكلية والجزئية) وعلاقتها بدعم اتخاذ القرار.

1/ 3. جوانب المعرفة المحاسبية وعلاقتها بالعلوم ذات الصلة (العلوم السياسية - الاقتصادية - القانون - التأمين - إدارة الأعمال - الإحصاء).

1/ 4. مفهوم ومقومات النظرية المحاسبية ومعاييرها وتطبيقاتها.

1/ 5. إجراءات التسجيل - التبويب - التحليل - العرض - التفسير للعمليات المالية المعدة يدويا والكترونيا.

1/ 6. قواعد وأصول وأحكام تطبيق المعارف المحاسبية المتنوعة في الواقع العملي على اختلاف نوعياته (هيئات حكومية وغير هادفة للربح - هيئات اقتصادية عامه - منشآت خاصة: صناعية - زراعية - تجارية - خدمية).

1/ 7. مراحل وإجراءات وأساليب إجراء دراسات الجدوى المالية للمشروعات، وتقييم الأصول والالتزامات وأساليب التخطيط المالي وإعداد الموازنات.

1/ 8. تفهم التشريعات التجارية والضريبية والمالية ذات الصلة وتطبيقاتها.

1/ 9. معايير وإجراءات مراجعة الحسابات الداخلية (قبل وبعد الصرف).

1/ 10. مبادئ وقواعد وإجراءات المراجعة (التدقيق) الخارجية للقوائم المالية.

1/ 11. أحكام المعاملات ذات الصلة بالأوراق المالية (الأسهم - السندات - الأذون)، وتداولها (محليا وخارجيا) ومؤشراتها.

#### 2- المهارات المهنية والعملية:

إلى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج المحاسبة والمراجعة قادرا على:

1/ 2. تطبيق الطرق والأساليب والإجراءات والنماذج المحاسبية الملائمة وإعداد التقارير والقوائم المالية وملحقاتها.

- 2/2. إعداد الموازنات التخطيطية المالية والنقدية ودراسات الجدوى والتحليل والتقييم لبدائل الاستثمار ماليا ومحاسبيا وتقارير متابعة التنفيذ.
- 2/3. العرض الجيد للمعلومات من خلال التقارير المحاسبية سواء داخل المنشأة او خارجها (مع الموائمة بين الإفصاح المستهدف وسرية المعلومات).
- 2/4. اختيار العينة الملائمة للمراجعة وتطبيق الأساليب والبرامج المناسبة لإجرائها وفق الظروف المحيطة.
- 2/5. إجراء الفحص والتدقيق والمقارنة والاستنتاج والتدليل والتوثيق للمستندات والحسابات والقوائم.
- 2/6. تقديم الاستشارات المالية والضريبية والإدارية ذات الصلة.
- 2/7. اجتياز الاختبارات المهنية في مجال المحاسبة والمراجعة التي تعقدتها الجهات صاحبة الاختصاص.

### 3. المهارات الذهنية:

إلى جانب المهارات الذهنية لخريجي كلية التجارة يجب أن يكون خريج برنامج المحاسبة والمراجعة قادرا على:

- 3/1. تفسير الأحداث الاقتصادية وما يسفر عنها من معاملات مالية وتوجيهها محاسبيا بالأسلوب الملائم.
- 3/2. تمييز واختيار الطرق والأساليب المحاسبية الملائمة لطبيعة نشاط المنشأة.
- 3/3. تفسير المعلومات والأرقام المحاسبية ومدلولاتها لكل من يهمله الامر.
- 3/4. ابتكار وتصميم النظم المحاسبية وأدلة العمل واقتراح التحسين المستمر وفق المتغيرات الحادثة.

## برنامج ادارة الأعمال

### المعايير القومية الاكاديمية المرجعية لبرنامج إدارة الأعمال

#### 1. المعارف والمفاهيم:

إلى جانب المعارف العامة والفهم التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكتسب خريج برنامج إدارة الأعمال المعارف والمفاهيم التالية:

- 1/1. استخدام المنهج العلمي في حل المشكلات واتخاذ القرارات في المستويات الإدارية المختلفة.
- 1/2. أسس إعداد الخطط والبرامج والسياسات وفقاً لمتطلبات المؤسسات.
- 1/3. أسس إعداد دراسات الجدوى التسويقية وتقييم مقترحات الاستثمار.
- 1/4. أسس تصميم الهياكل التنظيمية ونظم وأدلة العمل الإدارية للأنشطة المختلفة بالمؤسسة.

- 1/ 5. استيعاب الفلسفات الإدارية الحديثة مثل الجودة الشاملة وإعادة هندسة العمليات واستكشاف فرص تطبيقها في مجالات العمل المختلفة.
- 1/ 6. مبادئ القيادة والتأثير في الآخرين.
- 1/ 7. الاتصالات التنظيمية وعلاقات العمل.
- 1/ 8. أسس التحفيز وتنمية الدافعية لدى الآخرين.
- 1/ 9. أسس ومفاهيم السياسات والاستراتيجيات والخطط ومتطلبات استخدامها لتلبية توقعات الاطراف ذوى العلاقة بالمنظمة.

## 2. مهارات مهنية:

إلى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج إدارة الأعمال قادرا على:

- 2/ 1. إعداد الخطط الاستراتيجية وصياغة سياسات الأعمال
- 2/ 2. إعداد وتصميم نظم وأدلة العمل المختلفة
- 2/ 3. تصميم وتطوير الهياكل التنظيمية
- 2/ 4. تصميم وإدارة أنظمة وقواعد المعلومات الإدارية.
- 2/ 5. إعداد دراسات الجدوى وتقييم المشروعات.
- 2/ 6. إعداد الخطط التسويقية البيعية.
- 2/ 7. التحليل المالي وتقييم المشروعات الاستثمارية.
- 2/ 8. تحليل الأسواق.
- 2/ 9. إعداد خطط وبرامج استخدام الموارد المادية والبشرية والموارد الأخرى وتنميتها والمحافظة عليها.
- 2/ 10. التطبيق العملي للنظم والأساليب العلمية الحديثة في مجال إدارة الأعمال.

## 3. مهارات ذهنية:

إلى جانب المهارات الذهنية لخريجي كلية التجارة يجب أن يكون خريج برنامج إدارة الأعمال قادرا على:

- 3/ 1. ممارسة التفكير الابتكاري والإبداعي في مواجهة المواقف الادارية المختلفة.
- 3/ 2. بين المتغيرات البيئية وأنماط اتخاذ القرارات.
- 3/ 3. إعداد السيناريوهات والاستراتيجيات والنماذج المختلفة للتعامل مع الأحداث والقضايا الادارية.

## وثيقة المعايير المرجعية الأكاديمية الوطنية لبرنامج المصارف والتمويل

أولاً - معلومات أولية:

- (1) العنوان: وثيقة المعايير المرجعية الأكاديمية الوطنية التابع لبرنامج المصارف والتمويل.
- (2) التاريخ 11: أيار 2010 م.
- (3) منسق الفريق المسؤول: الدكتور عبد الرحمن ميرو.

ثانياً - معلومات مهنية:

(4) مقدمة عن برنامج المصارف والتمويل:  
يُعد اختصاص المصارف والتمويل من الاختصاصات الأساسية في علوم الإدارة، حيث أنه يتم التركيز في هذه الاختصاصات على المفاهيم والمعارف والنظريات التي تتعلق بآليات عمل المؤسسات المالية والمصارف والإدارات المالية في الشركات ووحدات الأعمال.  
تشكل آليات التحليل المالي والاستثماري وأدوات الرقابة المالية والإدارية بالإضافة إلى وسائل إدارة المخاطر والتأمين، العناصر الأساسية التي يتم معالجتها ضمن هذا الاختصاص.

(5) معلومات مهنية عن خريجي برنامج المصارف والتمويل:  
يمكن لخريجي برنامج المصارف والتمويل أن يكون عنصراً فاعلاً في المؤسسات المالية كالمصارف وشركات التأمين وشركات الوساطة المالية والأسواق المالية، بالإضافة لمقدرته في القيام بأدوار رئيسية في الأوراق المالية في الشركات ووحدات الأعمال وذلك من خلال ما يكتسبه من مهارات ومعارف ضمن البرنامج.

(6) المواصفات المميزة لخريجي برنامج المصارف والتمويل:  
يتميز خريج برنامج المصارف والتمويل بمجموعة من المواصفات التي يكتسبها من خلال اتباعه للبرنامج منها:

- 6.1. الديناميكية في التعامل مع المعطيات المختلفة في مجال المالية والمصارف.
- 6.2. الحذر عند التعامل مع الأنواع المختلفة من البيانات التي ترد من كافة المصادر المتاحة.
- 6.3. المقدرة على استخدام الأدوات والمهارات التي تطرق إليها وتعلم استخدامها في البرنامج.
- 6.4. التفكير السليم بطريقة منطقية وإبداعية للوصول إلى قرارات فاعلة مسؤولة.

## 7) المعايير المرجعية الأكاديمية الوطنية (NARS) لبرنامج المصارف والتمويل:

### (a) المعرفة والفهم:

يجب أن يكون الخريج قد اكتسب المعارف وقادراً على فهم الآتي:

- a.1. النظريات الأساسية في المالية وآليات تطبيقها بما في ذلك تحركات أسعار الفائدة، محددات أسعار الصرف، الموازنة الرأسمالية تقييم الأوراق المالية، أسس تمويل وحدات الأعمال... وغيرها.
- a.2. الإطار العام الناظم لآلية عمل الأسواق والمؤسسات المالية كالبينة الاقتصادية والقانونية والتنظيمية والضريبية ونظم حكومة الشركات.
- a.3. استخلاص وتحليل البيانات المالية وغير المالية المتعلقة بأداء وحدات الأعمال والمؤسسات المالية.
- a.4. البدائل الاستثمارية المتاحة.
- a.5. أساسيات اتخاذ القرارات الاستثمارية بما في ذلك العلاقة بين العائد والمخاطر، إدارة المحافظ، تقييم الأداء، .. وغيرها.
- a.6. أساسيات العمل المصرفي وأهم الخدمات المصرفية التقليدية والإسلامية.
- a.7. أساسيات التأمين وأهم الخدمات الموجودة على المستوى المحلي والإقليمي.
- a.8. أساسيات عمل المؤسسات المالية بكافة أشكالها (المصارف المركزية، المصارف، شركات تأمين، شركات الوساطة، مؤسسات التمويل الصغير وغيرها).
- a.9. آلية عمل الأسواق المالية والأدوات المتداولة فيها.
- a.10. مبادئ تحليل وإدارة المخاطر.
- a.11. أسس الرقابة المالية والمصرفية.
- a.12. استراتيجيات تسويق الخدمات المصرفية.

### (b) المهارات الذهنية:

يجب أن يكون الخريج مكتسباً للمهارات الآتية:

- b.1. التعامل مع أنواع المعلومات المختلفة المتعلقة بالعمل المالي والمصرفي.
- b.2. ربط النتائج المالية والإفصاحان مع الوقائع التاريخية.
- b.3. التنبؤ المستقبلي بناءً على البيانات التاريخية.
- b.4. الربط بين المتغيرات الاقتصادية والمالية مثل العلاقة بين تغيرات سعر الصرف أو سعر الفائدة وأسعار الأسهم والسندات.

b.5. الاتصال والتواصل والتأثير والمقدرة على إيصال الأفكار والنتائج وعرضها باستخدام الوسائل الملائمة.

b.6. التفاوض والإقناع والإصغاء الفعال.

b.7. التعامل مع أنماط الشخصية المختلفة في مجال العمل.

### (c) المهارات المهنية والعملية:

يجب أن يكون الخريج مكتسباً للمهارات العملية والمهنية الآتية:

c.1. تفسير وتحليل البيانات المالية للشركات والمؤسسات المالية والمؤشرات الاقتصادية والرياضية.

c.2. إعداد دراسات الجدوى الاقتصادية وتقييم المشروعات.

c.3. تسعير الأصول الرأسمالية باستخدام النماذج المناسبة مثل نموذج تسعير الأصول الرأسمالية وغيره.

c.4. تحليل المخاطر على مستوى الاستثمار الفردي أو المؤسساتي بما في ذلك تحليل المخاطر على مستوى المؤسسات المالية والتنبؤ بها الأولى: بناء المعايير المرجعية الأكاديمية الوطنية

c.5. استخدام المشتقات المالية في إدارة المخاطر.

c.6. اختيار الأساليب الملائمة للمقارنة بين البدائل المختلفة وذلك لاتخاذ القرارات المناسبة في مجالات التمويل والاستثمار.

c.7. الربط بين المتغيرات الاقتصادية والمالية مثل العلاقة بين تغيرات سعر الصرف أو سعر الفائدة وأسعار الأسهم والسندات.

c.8. إعداد تقارير مالية متخصصة وعرضها ومناقشتها.

c.9. تقديم النصح والمشورة المالية على مستوى تخصصي.

c.10. متابعة التطورات التي تطرأ على استخدام الأدوات المالية والمصرفية على المستوى المحلي والدولي وفرص ومجالات توظيفها.

c.11. التعامل مع الأزمات المالية والمصرفية.

c.12. استخدام البرامج الإحصائية المناسبة.

### (d) المهارات العامة والقابلة للانتقال:

يجب أن يكون الخريج مكتسباً للمهارات العامة الآتية:

d.1. إدارة الذات والمبادرة الفردية والتحفيز الشخصي.

- d.2. تنظيم العمل الفردي وفي إطار الوحدات التنظيمية.
- d.3. إدارة الوقت بشكل فعال.
- d.4. الاستخدام الفعال لتكنولوجيا الاتصالات والمعلومات في مجال تطبيقات الأعمال.
- d.5. الاتصال والتواصل والتأثير والمقدرة على توصيل الأفكار والنتائج وعرضها باستخدام الوسائل الملائمة.
- d.6. إعداد تقارير الأعمال والعرض والتقديم.
- d.7. التفاوض والإقناع ومهارات الإصغاء الفعال.
- d.8. العمل ضمن فريق متكامل ومتجانس وفعال.
- d.9. التعامل مع أنماط الشخصية العديدة في مجال العمل.
- d.10. احترام الخصوصية وخصوصيات الآخرين في الحياة والعمل.
- d.11. امتلاك الوعي الذاتي والانفتاح الثقافي وقبول الآخر والتكيف مع الغير.
- d.12. اكتساب القيم الايجابية في الممارسة العملية كالأمانة والنزاهة والمصادقية في العمل والعدالة والمساواة.
- d.13. التحلي بسلوكيات الالتزام وتحمل المسؤولية وانجاز الأعمال وفق الأسس القانونية والمعايير الأخلاقية والمهنية.
- d.14. ممارسة نشاطات الإبداع والابتكار في ميدان العمل.
- d.15. تعزيز السلوك الرشيد في استخدام الموارد وتنمية الشعور والحس الوطني بالتنمية المستدامة بهدف حماية الأجيال القادمة.
- d.16. تعزيز الحفاظ على المنافسة الشريفة في قطاع الأعمال من أجل حماية الفرد والمجتمع.
- d.17. تخطيط المسار الوظيفي والمهني.
- d.18. التعليم الذاتي والتطوير المستمر

**مصفوفة المضاهاة بين المعايير الأكاديمية لبرنامج التمويل  
والمعايير القومية الأكاديمية المرجعية لكل من برنامج التمويل وإدارة أعمال  
والمعايير المرجعية الأكاديمية لبرنامج المصارف والتمويل**

العنصر	المعايير الأكاديمية لبرنامج التمويل	المعايير القومية الأكاديمية المرجعية لبرنامج إدارة الأعمال	المعايير القومية الأكاديمية المرجعية لبرنامج المصارف والتمويل
مواصفات الخريج	المواصفات العامة لخريج قطاع كليات التجارة: 1/1 استخدام المنهج العلمي في التفكير وحل المشكلات.	المواصفات العامة لخريج قطاع كليات التجارة: 1/1 استخدام المنهج العلمي في التفكير وحل المشكلات.	المواصفات العامة لخريج برنامج المصارف والتمويل: 6.4 التفكير السليم بطريقة منطقية وإبداعية للوصول إلى قرارات فاعلة مسؤولة. 6.2 الحذر عند التعامل مع الأنواع المختلفة من البيانات التي ترد من كافة المصادر المتاحة.
	2/1 توظيف المعارف والمهارات المكتسبة في مجال التخصص لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.	2/1 توظيف المعارف والمهارات المكتسبة في مجال التخصص لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.	6.3 المقدرة على استخدام الأدوات و المهارات التي تطرق إليها وتعلم استخدامها في البرنامج.
	3/1 التواصل والاتصال بالآخرين.	3/1 التواصل والاتصال بالآخرين.	
	4/1 التفاعل مع المستجدات والمتغيرات العالمية واستشراف طبيعة وتأثير تلك المستجدات والمتغيرات على مجال تخصصه.	4/1 التفاعل مع المستجدات والمتغيرات العالمية واستشراف طبيعة وتأثير تلك المستجدات والمتغيرات على مجال تخصصه.	6.1 الديناميكية في التعامل مع المعطيات المختلفة في مجال المالية و المصارف.
	5/1 التعليم المستمر لتطوير المعارف والمهارات المهنية المرتبطة بمجال التخصص.	5/1 التعليم المستمر لتطوير المعارف والمهارات المهنية المرتبطة بمجال التخصص.	6.3 المقدرة على استخدام الأدوات و المهارات التي تطرق إليها وتعلم استخدامها في البرنامج.
	6/1 الالتزام وتحمل المسؤولية وإنجاز الأعمال المسندة إليه بما يتفق مع القواعد القانونية والمعايير الأخلاقية والمهنية.	6/1 الالتزام وتحمل المسؤولية وإنجاز الأعمال المسندة إليه بما يتفق مع القواعد القانونية والمعايير الأخلاقية والمهنية.	
	7/1 إعداد دراسات جدوى المشروعات وتقييم المقترحات الاستثمارية.	7/1 إعداد دراسات جدوى المشروعات وتقييم المقترحات الاستثمارية.	6.2 الحذر عند التعامل مع الأنواع المختلفة من البيانات التي ترد من كافة المصادر المتاحة.
	8/1 استخدام الحاسب الآلي وتكنولوجيا المعلومات.	8/1 استخدام الحاسب الآلي وتكنولوجيا المعلومات.	6.3 المقدرة على استخدام الأدوات و المهارات التي تطرق إليها وتعلم استخدامها في البرنامج.



العنصر	المعايير الأكاديمية لبرنامج التمويل	المعايير القومية الأكاديمية المرجعية لبرنامج إدارة الأعمال	المعايير القومية الأكاديمية المرجعية لبرنامج المحاسبة	المعايير المرجعية الأكاديمية الوطنية لبرنامج المصارف والتمويل
المعرفة والفهم	الى جانب المعرفة والفهم لخريجى كلية التجارة يجب ان يكون خريج برنامج التمويل قادرا على: 9/2 الإلمام بنوعيات مؤسسات الأعمال والإطار العام المنظم لآليات عمل الأسواق والمؤسسات	الى جانب المعرفة والفهم لخريجى كلية التجارة يجب ان يكون خريج برنامج ادارة الاعمال قادرا على: 2/1 البيانات المختلفة التي تعمل فيها المنظمات وأساليب التعامل معها. 4/1 المبادئ الأساسية والنظريات والاتجاهات والمدارس الفكرية في مجال التخصص.	الى جانب المهارات المعرفة والفهم لخريجى كلية التجارة يجب ان يكون خريج برنامج المحاسبة قادرا على: 1/1 الإلمام بنوعيات مؤسسات الأعمال والهيئات والمنظمات وأطرها القانونية وأنشطتها	الى جانب المعرفة والفهم لخريجى كلية التجارة يجب ان يكون خريج برنامج المصارف والتمويل قادرا على: a.2 الإطار العام الناظم لآلية عمل الأسواق والمؤسسات المالية كالبينة الاقتصادية والقانونية والتنظيمية والضريبية ونظم حوكمة الشركات.
	10/2 الإلمام بآليات تطبيق النظريات المالية الأساسية مثل المعاملات ذات الصلة بالأوراق المالية وتقييمها و تحركات أسعار الفائدة ومحددات أسعار الصرف وغيرها.		11/1 أحكام المعاملات ذات الصلة بالأوراق المالية (الأسهم - السندات - الأذون) ، وتداولها (محليا وخارجيا ) ومؤشراتها.	a.1 النظريات الأساسية في المالية وآليات تطبيقها بما في ذلك تحركات أسعار الفائدة، محددات أسعار الصرف، الموازنة الرأسمالية، تقييم الأوراق المالية، أسس تمويل وحدات الأعمال... وغيرها.
	11/2 استخلاص البيانات المالية وغير المالية المتعلقة بأداء وحدات الأعمال والمؤسسات المالية وتحليلها.			a.3 استخلاص وتحليل البيانات المالية وغير المالية المتعلقة بأداء وحدات الأعمال والمؤسسات المالية.
	12/2 الإلمام بأساسيات ونظريات إتخاذ القرارات الإستثمارية بما في ذلك العلاقة بين العائد والمخاطر، إدارة المحافظ وتقييم أداءها.			a.5 أساسيات اتخاذ القرارات الاستثمارية بما في ذلك العلاقة بين العائد والمخاطر، إدارة المحافظ، تقييم الأداء، .. وغيرها.
	13/2 الإلمام بأسس إعداد دراسات الجدوى المالية وتقييم البدائل الإستثمارية المتاحة.	3/1 التطورات والاتجاهات والقضايا المعاصرة المرتبطة بالتخصص	7/1 مراحل وإجراءات وأساليب إجراء دراسات الجدوى المالية للمشروعات، وتقييم الأصول والالتزامات وأساليب التخطيط المالي وإعداد الموازنات.	a.4 البدائل الاستثمارية المتاحة.
	14/2 الإلمام بأساسيات العمل المصرفي وأهم الخدمات المصرفية التقليدية والإسلامية وكيفية تسويقها.			a.6 أساسيات العمل المصرفي وأهم الخدمات المصرفية التقليدية والإسلامية.
	15/2 معرفة أساسيات عمل المؤسسات المالية بكافة أشكالها (المصارف - شركات		3/1 جوانب المعرفة المحاسبية و علاقتها بالعلوم ذات الصلة (العلوم السياسية	a.2 الإطار العام الناظم لآلية عمل الأسواق والمؤسسات المالية كالبينة

العنصر	المعايير الأكاديمية لبرنامج التمويل	المعايير القومية الأكاديمية المرجعية لبرنامج إدارة الأعمال	المعايير القومية الأكاديمية المرجعية لبرنامج المحاسبة	المعايير المرجعية الأكاديمية الوطنية لبرنامج المصارف والتمويل
	تأمين – شركات الوساطة- مؤسسات التمويل وغيرها).		- الاقتصادية - القانون - التأمين - إدارة الأعمال - الإحصاء).	الاقتصادية والقانونية والتنظيمية والضريبية ونظم حوكمة
	16/2 تفهم التشريعات الضريبية والتجارية ذات الصلة بالأسواق والمؤسسات المالية.		8/1 تفهم التشريعات التجارية والضريبية والمالية ذات الصلة وتطبيقاتها.	
	17/2 تفهم مبادئ تحليل المخاطر المالية والمصرفية وإدارتها.			a.10 مبادئ تحليل وإدارة المخاطر
	18/2 التعرف على نظم المعلومات المختلفة في مجال التمويل وعلاقتها بتحليل البيانات واتخاذ القرار.	3/1 التطورات والاتجاهات الحديثة والقضايا المعاصرة المرتبطة بمجال التخصص		
المهارات الذهنية	الى جانب المهارات الذهنية لخريجى كلية التجارة يجب ان يكون خريج برنامج التمويل قادرا على:	الى جانب المهارات الذهنية لخريجى كلية التجارة يجب ان يكون خريج برنامج ادارة الاعمال قادرا على:	الى جانب المهارات الذهنية لخريجى كلية التجارة يجب ان يكون خريج برنامج المحاسبة قادرا على:	الى جانب المهارات الذهنية لخريجى كلية التجارة يجب ان يكون خريج برنامج المصارف والتمويل قادرا على:
	7/3 تغيير الأحداث الاقتصادية والتعامل مع أنواع المعلومات المختلفة المتعلقة بالعمل المالي والمصرفي .	1/3 تفسير الأحداث الاقتصادية وما يسفر عنها من معاملات مالية وتوجيهها محاسبيا بالأسلوب الملائم.		b.1 التعامل مع أنواع المعلومات المختلفة المتعلقة العمل المالي والمصرفي.
	8/3 التنبؤ المستقبلي بناء على البيانات التاريخية.			b.3 التنبؤ المستقبلي بناء على البيانات التاريخية.
	9/3 الربط بين المتغيرات الاقتصادية والمالية والبيئية وأنماط إتخاذ القرار.	2/3 لربط بين المتغيرات البيئية وأنماط اتخاذ القرارات.		b.4 الربط بين المتغيرات الاقتصادية والمالية مثل العلاقة بين تغيرات سعر الصرف أو سعر الفائدة وأسعار الأسهم والسندات.
	10/3 ممارسة التفكير الإبداعي والمقدرة على إيصال الأفكار والنتائج وعرضها باستخدام الوسائل الملائمة.	1/3 ممارسة التفكير الإبتكارى والإبداعي في مواجهة المواقف الادارية المختلفة.	2/3 تمييز واختيار الطرق والأساليب المحاسبية الملائمة لطبيعة نشاط المنشأة.	b.5 الاتصال والتواصل والتأثير والمقدرة على إيصال الأفكار والنتائج وعرضها باستخدام الوسائل الملائمة
	11/3 إعداد السيناريوهات والإستراتيجيات والنماذج المختلفة للتعامل مع الأحداث.	3/3 إعداد السيناريوهات والاستراتيجيات والنماذج المختلفة للتعامل مع الأحداث والقضايا الادارية.		

العنصر	المعايير الأكاديمية لبرنامج التمويل	المعايير القومية الأكاديمية المرجعية لبرنامج المحاسبة	المعايير القومية الأكاديمية المرجعية لبرنامج إدارة الأعمال	المعايير المرجعية الأكاديمية الوطنية لبرنامج المصارف والتمويل
المهارات المهنية	الى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج التمويل قادرا على:	الى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج المحاسبة و المراجعة قادرا على:	الى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج ادارة الاعمال قادرا على:	الى جانب المهارات المهنية التجارية يجب ان يكون خريج بر المصارف والتمويل قادرا على:
	11/4 التحليل المالي لبيانات الشركات والمؤسسات المالية وتفسير المؤشرات الاقتصادية والرياضية.	5/2 إجراء الفحص و المقارنة والاستنتاج والتدليل و للمستندات والحسابات والقوائم.	7/2 التحليل المالي المشروعات الاستثمارية	1.1 تفسير وتحليل البيانات المالية للشركات والمؤسسات المالية والمؤشرات الاقتصادية والرياضية.
	12/4 إعداد دراسات الجدوى والإقتصادية وتقييم المشروعات واختيار البدائل الإستثمارية.	2/2 إعداد الموازنات التخطيطية المالية والنقدية ودراسات الجدوى والتحليل والتقييم لبدائل الاستثمار ماليا ومحاسبيا وتقارير متابعة التنفيذ.	5/2 إعداد دراسات الجدوى وتقييم المشروعات.	2.2 إعداد دراسات الجدوى الاقتصادية وتقييم المشروعات.
	13/4 تسعير الأصول الرأسمالية باستخدام النماذج المختلفة.			3.3 تسعير الأصول الرأسمالية باستخدام النماذج المناسبة مثل نموذج تسعير الأصول الرأسمالية وغيره.
	14/4 تحليل المخاطر على مستوى الإستثمار الفردي و على مستوى المؤسسات المالية والتنبؤ بها.			4.4 تحليل المخاطر على مستوى الإستثمار الفردي أو المؤسستي بما في ذلك تحليل المخاطر على مستوى المؤسسات المالية والتنبؤ بها الأولى : بناء المعايير المرجعية الأكاديمية الوطنية
	15/4 استخدام المشتقات المالية في إدارة المخاطر.			5.5 استخدام المشتقات المالية في إدارة المخاطر.
	16/4 الربط بين المتغيرات الإقتصادية والمالية مثل العلاقة بين تغيرات سعر الصرف أو سعر الفائدة وأسعار الأسهم والسندات.			7.7 الربط بين المتغيرات الاقتصادية والمالية مثل العلاقة بين تغيرات سعر الصرف أو سعر الفائدة وأسعار الأسهم والسندات.
	17/4 إعداد التقارير المالية المتخصصة وعرضها ومناقشتها.	1/2 تطبيق الطرق والأساليب والإجراءات والنماذج المحاسبية الملانمة وإعداد التقارير والقوائم المالية وملحقاتها.		8.8 إعداد تقارير مالية متخصص وعرضها ومناقشتها.
	18/4 تقديم الإستشارات المالية والنصح على المستوى التخصصي.	6/2 تقديم الاستشارات المالية والضريبية والإدارية ذات الصلة.		9.9 تقديم النصح والمشورة المالية على مستوى تخصصي.

العنصر	المعايير الأكاديمية لبرنامج التمويل	المعايير القومية الأكاديمية المرجعية لبرنامج المحاسبة	المعايير القومية الأكاديمية المرجعية لبرنامج إدارة الأعمال	المعايير المرجعية الأكاديمية الوطنية لبرنامج المصارف والتمويل
	19/4 استخدام البرامج الإحصائية المناسبة.			c.12 استخدام البرامج الإحصائية المناسبة.
المهارات العامة	1/5 الإدارة الفعالة للوقت .	1/5 الإدارة الفعالة للوقت	1/5 الإدارة الفعالة للوقت	d.3 إدارة الوقت بشكل فعال.
	2/5 الاتصال الفعال والتأثير في الآخرين.	2/5 الاتصال الفعال والتأثير في الآخرين.	2/5 الاتصال الفعال والتأثير في الآخرين.	d.5 الاتصال والتواصل والتأثير والمقدرة على توصيل الأفكار والنتائج وعرضها باستخدام الوسائل الملائمة.
	3/5 العمل الجماعي.	3/5 العمل الجماعي.	3/5 العمل الجماعي.	d.8 العمل ضمن فريق متكامل ومتجانس وفعال.
	4/5 التنمية المعرفية والفكرية والتعلم الذاتي المستمر.	4/5 التنمية المعرفية والفكرية والتعلم الذاتي المستمر.	4/5 التنمية المعرفية والفكرية والتعلم الذاتي المستمر.	d.18 التعليم الذاتي والتطوير المستمر
	5/5 استخدام أساليب حل المشكلات على المستوي الفردي أو المؤسسي بكفاءة عالية	5/5 استخدام أساليب حل المشكلات على المستوي الفردي أو المؤسسي بكفاءة عالية	5/5 استخدام أساليب حل المشكلات على المستوي الفردي أو المؤسسي بكفاءة عالية	d.2 تنظيم العمل الفردي وفي إطار الوحدات التنظيمية.
	6/5 العرض والتقديم والحوار.	6/5 العرض والتقديم والحوار.	6/5 العرض والتقديم والحوار.	d.6 إعداد تقارير الأعمال والعرض والتقديم.
	7/5 إدارة الذات والتعامل مع ضغوط العمل.	7/5 إدارة الذات والتعامل مع ضغوط العمل.	7/5 إدارة الذات والتعامل مع ضغوط العمل.	d.1 إدارة الذات والمبادرة الفردية والتحفيز الشخصي.
	8/5 الابتكار والتطوير والتحسين المستمر في العمل.	8/5 الابتكار والتطوير والتحسين المستمر في العمل.	8/5 الابتكار والتطوير والتحسين المستمر في العمل.	d.14 ممارسة نشاطات الابداع والابتكار في ميدان العمل
	9/5 استخدام المصطلحات الفنية ذات الصلة بموضوعات البرنامج.	9/5 استخدام المصطلحات الفنية ذات الصلة بموضوعات البرنامج.	9/5 استخدام المصطلحات الفنية ذات الصلة بموضوعات البرنامج.	
	10/5 الإلمام بإحدى اللغات الأجنبية واسعة الانتشار.	10/5 الإلمام بإحدى اللغات الأجنبية واسعة الانتشار.	10/5 الإلمام بإحدى اللغات الأجنبية واسعة الانتشار.	

# Appendix (C)

## Matrix of Graduate attributes vs. Program Mission and Objectives

Program Aims according to Graduate Attributes	Accounting Program Mission & Objectives										
	Program Mission				Program Objectives						
	Education	Scientific research	Community service	Morals and ethics	1	2	3	4	5	6	7
A1.	√	√			√						√
A2.	√				√		√				√
A3.			√			√				√	√
A4.			√					√		√	
A5.	√	√			√		√				
A6.	√		√					√		√	
A7.	√				√					√	
A8				√					√		√
A9.		√				√				√	
A10.	√				√			√			

# Appendix (D)

## Program vs. NARS





Appendix (E)  
Program aims vs Program  
ILO's



# Appendix (F)

## Program ILO's and courses matrix







# Appendix (G)

## Course Specifications

# University Requirements Course Specification



## I. Course Information

Course Code	ENG KET/ ENG KET A	Course Name	English KET/KET Advanced		
Level	1	Specialization	All faculty programs		
Department Offering the Course	English unit				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
2	2	-	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Apply the A2 academic reading and writing course to enable student's skills they have developed throughout the years and to progress toward an advanced level of literacy.
- Analyze the varieties of challenging readings and discover the characteristics and conventions used by scholars in different disciplines.
- Demonstrate professional responsibilities, ethical, cultural and societal aspects in the A2 course to develop the core transferable skills in critical thinking, reading and writing that they will use in their university courses, regardless of their faculties.
- Use effectively communication skills.
- Carry out self-learning strategies for reading and writing more efficiently and for approaching new writing tasks.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical /professional Skills	General and Transferable Skills
			d1, d2, d4, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss different aspects of life.
- a2. Discuss principles of recognizing text types.
- a3. Identify master few simple grammatical structures and sentence patterns in a learned repertoire.
- a4. Discuss the fundamental concepts that explain basic vocabulary range of isolated words and phrases related to particular situations.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze facts and information from texts.
- b2. Determine measurement criteria to evaluate information
- b3. Analyze texts through graphic organizers
- b4. Engage and communicate activities.
- b5. Analyze the functionality of inferring meaning from various texts.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Evaluate different methods to produce varied paragraphs.
- c2. Analyze and design different means to construct descriptive sentences.
- c3. Evaluate new ideas.
- c4. Implement charts to organize ideas.
- c5. Acquire a set of fundamental research skills from different resources to manipulate simple phrases and sentences about themselves and imaginary people.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Apply communication skills and techniques in presentations and report writing.
- d2. Work in a team effectively and efficiently considering time and stress management.
- d3. Exploit a range of learning resources to understanding different cases.

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T. S
1	Orientation People	2	-				
2	Seasons	2	-	a1-a4	b1-b5		
3	Lifestyle	2	-	a1-a4	b1-b5		
4	Lifestyle (2)	2	-	a1-a4	b1-b5		
5	Places	2	-	a1-a4	b1-b5		
6	Sport	2	-	a1-a4	b1-b5		
7	Jobs	2	-	a1-a4	b1-b5		
8	<b>Midterm exam</b>						
9	Food and culture	2	-				
10	The animal Kingdom	2	-	a1-a4	b1-b5		
11	Transport	2	-	a1-a4	b1-b5		
12	Presentation	2	-			c1-c5	d1-d3
13	Presentation	2	-			c1-c5	d1-d3
14-15	<b>Final exams</b>						
**	<ul style="list-style-type: none"> <li>• G.T.S: General and Transferable Skills</li> <li>• I.S: Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• K.U.: Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• K.U.: Knowledge and Understanding</li> <li>• I.S.: Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• G.T.S.: General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks	
			K.U.	I.S.	P.P.S.	G.T. S			
1	Written Midterm Exam	√	√	√			8	50%	
2	Written Final Exam	√	√	√			14 - 15	40%	
3	Quizzes								
4	Assignments								
5	Presentations								
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects	√	√	√	√	√		5%	
9	Practical Exam								
10	Others (Participations)	√				√		5%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Richard O'Neill, Unlock Reading & Writing Skills 2, Cambridge University Press. ISBN: 978-1108434263
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle).
<b>Extra Recommended Books</b>	Essential Grammar in Use – Raymond Murray (Cambridge University Press). ISBN: 978-0521675802
<b>Online Web Sites</b>	<ul style="list-style-type: none"> <li>• TED Talks</li> <li>• <a href="http://www.ekb.eg">www.ekb.eg</a></li> </ul>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√			√
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Mahmoud Neshawy
- **Head of The Department:** Prof. Dr. Manal El-Kalay
- **Date:** 18/7/2022

## I. Course Information

Course Code	ENG PET / ENG PETA	Course Name	English PET/PET Advanced		
Level	1	Specialization	All Faculty Programs		
Department Offering the Course	English Unit				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
2	2	-	-		
Course Prerequisite(s)	ENG KET OR ENG KET A				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Compare, evaluate, and select methodologies of the various techniques introduced within the course.
- Apply the basic knowledge that enhances skills of reading and writing skills that develop the student's language practice.
- Use fundamental and advanced topics and functional lexis provide the reference by which language is introduced and recycled within clear natural contexts.
- Combine and evaluate different concepts of writing through a range of texts, by understanding genre specific conventions, and developing confidence by planning and discussions and by applying both process and product approaches.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
			d2, d4, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Describe different aspects of festivals, celebrations, and school and education.
- a2. Discuss methodologies of how people can communicate
- a3. Identifies the up-to-date methods to infer meaning from various texts.
- a4. Outline methods to summarize a given text or paragraph

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Determine measurement criteria to differentiate between two texts
- b2. Evaluate information
- b3. Analyze texts through graphic organizers
- b4. Relate their knowledge.
- b5. Predict proposal content using visuals.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use different methods to write varied paragraphs.
- c2. Install and maintain different means to generate descriptive sentences.
- c3. Evaluate ideas.
- c4. Implement charts to organize ideas.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Exploit a range of learning resources.
- d2. Utilize effectively general course facilities.
- d3. Use graphic organizers to analyze and produce.

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Orientation Places	2	-	a1-a4	b1-b5		
2	Festivals and Celebrations	2	-	a1-a4	b1-b5		
3	School and Education	2	-	a1-a4	b1-b5		
4	The Internet and Technology	2	-	a1-a4	b1-b5		
5	Language and Communication	2	-	a1-a4	b1-b5		
6	Weather and Climate	2	-	a1-a4	b1-b5		
7	Sports and Competition	2	-	a1-a4	b1-b5		
8	<b>Mid-term Exams</b>						
9	Business	2	-	a1-a4	b1-b5		
10	People	2	-	a1-a4	b1-b5		
11	Space and the Universe	2	-			c1- c4	d1-d3
12	Presentation	2	-			c1- c4	d1-d3
13	Presentation	2	-			c1- c4	d1-d3
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			



## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			8	50%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes							
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects			√	√	√	√	5%
9	Practical Exam			√	√	√	√	
10	Others (Participations)			√	√	√	√	5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## IX. References

<b>Essential Textbooks</b>	Richard O'Neill, Unlock Reading & Writing Skills 2, Cambridge University Press. ISBN: 978-1108434263
<b>Course Notes</b>	Course Notes are available with all the slides used in lecturing in electronic form on learning management system (Moodle)
<b>Extra Recommended Books</b>	Essential Grammar in Use – Raymond Murray (Cambridge University Press). ISBN: 978-0521675802
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> TED Talks
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			
Printer				
Copier				√
Moodle	√			√
Zoom	√			√
Software Packages				
Laboratories				

- **Course Coordinator:** Dr Wafaa El Sayed
- **Head of The Department:** Prof Dr. Manal El Kalay
- **Date:** 18/7/2022

## I. Course Information

Course Code	CSC 101	Course Name	Introduction to computer		
Level	1	Specialization	All faculty programs		
Department Offering the Course	Computer Science				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours 2	Theoretical 2	Tutorial -	Practical -	
Credit Hours	<i>Contact Hours</i>				
	Contact Hours 2	Theoretical 2	Tutorial -	Practical -	
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

### Upon completion of this course, students will be able to:

- Analyze the requirements to understand different components in computer system and operations of the computer systems.
- Demonstrate knowledge and understanding of the basic elements of computer hardware and software and their roles in a computer system.
- Combine and evaluate different tools and facilities.
- Use modern techniques to use Internet and WWW for searching and browsing information.
- Comprehend deeply the basic concepts of software developments.
- Compare, evaluate and select methodologies to solve the algorithmic problems using pseudo code and flow chart.
- Comprehend the computer language and different number systems.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
	b1	c9	d2, d4, d6

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Describe the basic of software development.
- a2. Define the basics of application software.
- a3. Identify basic computer terminology.
- a4. List different components in computer system and operations of the computer systems.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze and design a solution for computing problems considering limitations and constrains.
- b2. Solve the algorithmic problems using pseudo code and flow chart.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Run computing equipment in different physical environment.
- c2. Install and maintain different supporting tools for construction and documentation software systems.
- c3. Realize information storage and retrieval skills in computing software systems.
- c4. Acquire a set of fundamental research skills from different resources.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Exploit a range of learning resources.
- d2. Apply communication skills in presentations and report writing using various methods and tools.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction to Computer and Information Technology &	2	-	a1- a4	b1, b2		
2	Computer Hardware Components & The von Neumann Model	2	-	a1- a4	b1, b2		
3	Computer Hardware Components	2	-	a1- a4	b1, b2		
4	Computer Software	2	-	a1- a4	b1, b2		
5	Computer Networks, Internet and WWW	2	-	a1-a4	b1, b2		
6	Problem Solving Methodologies and Algorithmic Approach Revision	2	-	a1-a4	b1, b2	c1- c4	d1, d2
7	Flow Charts	2	-	a1- a4	b1, b2	c1- c4	d1, d2
8	<b>Mid-term Exams</b>						
9-10	Pseudo Code	2	-	a1- a4	b1, b2	c1- c4	d1, d2
11-12	Numbering Systems	2	-	a1- a4	b1, b2	c1- c4	d1, d2
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %	
			K.U.	I.S.	P.P.S.	G.T. S			
1	Written Midterm Exam	√	√	√			8	30%	
2	Written Final Exam	√	√	√			14-15	40%	
3	Quizzes	√							
4	Assignments	√		√	√	√	6,10	20%	
5	Presentations								
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects								
9	Practical Exam								
10	Others (Participations)	√				√	continuous	10 %	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<ul style="list-style-type: none"> <li>– O. Leary, <i>Computing Essentials</i> 2017, 26e</li> <li>– Jenison, Mickelson, Northup, <i>Engineering Fundamentals &amp; Problem Solving</i>, 7<sup>th</sup> Edition, 2018.</li> </ul>
<b>Course Notes</b>	Course Notes are available with all the slides used in lecturing in electronic form on learning management system (Moodle)
<b>Extra Recommended Books</b>	<ul style="list-style-type: none"> <li>– Zeltmann, Patt, Patel, <i>Introduction to Computer Architecture and Programming</i>, Second Edition by, 2009</li> <li>– Dean, <i>Introduction to Programming with Java: A Problem-Solving Approach</i>, Second Edition, 2014</li> <li>– Patt, Patel <i>Introduction to Computing Systems</i>, Second Edition, 2004</li> <li>– Brian K. Williams, Stacey Sawyer, "Using Information Technology: a Practical Introduction to Computer &amp; Communication," 11th International Edition, McGraw Hill, 2013.</li> </ul>
<b>Online Web Sites</b>	<a href="http://www.mcgrawhillcreate.com/">http://www.mcgrawhillcreate.com/</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√			√
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Prof. Dr. Amira Idrees
- **Head of The Department:** Prof. Dr. Ramadan Moawad
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	PSC110	<b>Course Name</b>	Human Rights	
<b>Level</b>	1	<b>Specialization</b>	All Faculty Programs	
<b>Department Offering the Course</b>	University Requirements Unit			
<b>Credit Hours</b>	<i>Credit Hours</i>			
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>
	2	2	-	-
	<i>Contact Hours</i>			
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
2	2	-	-	
<b>Course Prerequisite(s)</b>	Not applicable			
<b>Approval Date Of course Specification</b>	18/7/2022			

## II. Overall Aims of the Course

<p><b>Upon completion of this course, students will be able to:</b></p> <ul style="list-style-type: none"> <li>Apply the basic concepts and theories of human rights, the development of human rights framework and multi- disciplinary character of the field as an area of the study.</li> <li>Demonstrate professional responsibilities, ethical, cultural, and societal aspects of Human Rights, the international covenant on economic, social, and cultural rights and all related agreements.</li> <li>Deal with the state of human rights in Egypt and the Arab world.</li> <li>Analyze the requirements to develop human rights framework.</li> <li>Use modern techniques to study the role of civil society.</li> <li>Use effectively communication skills.</li> </ul>
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### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a5, a8	b2, b6	c8	d2, d3, d4, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss the links, contests, and conflicts between (largely, but not exclusively, economic) globalization and human rights.
- a2. Identify the ways of promoting and protecting human rights
- a3. Discuss power relationships and roles of diverse actors, including civil society.
- a4. Explain public policy implications, particularly as they relate to Egypt in the Middle East as well as global contexts.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Determine measurement criteria to differentiate between two texts.
- b2. Evaluate information.
- b3. Analyze texts through graphic organizers.
- b4. Implement their knowledge.
- b5. Prepare proposals and presentations to predict content using visuals.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Run different soft skills by oral, written, presentations and visual means in a professional way.
- c2. Implement technical reports according to professional standards

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Carry debates effectively with people about globalization and ways of promoting and protecting human rights.
- d2. Communicate effectively with others.
- d3. Participate in small teams.
- d4. Present any of the key themes of the course.
- d5. Use and discuss topics based on the readings.

## V. Course Matrix Content

We No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Introduction to course— Basic concepts	2	-	a1-a4	b1-b5	c1-c2	d1-d5
2	Epistemological overview of Human Rights: History, Development and definitions	2	-	a1-a4	b1-b5	c1-c2	d1-d5
3	International Bill of Human Rights I: Universal Declaration of Human Rights	2	-	a1-a4	b1-b5	c1-c2	d1-d5
4	International Bill of Human Rights II:	2	-	a1-a4	b1-b5	c1-c2	d1-d5
5	International organization involved in human rights issues	2	-	a1-a4	b1-b5	c1-c2	d1-d5
6	United Nations	2	-	a1-a4	b1-b5	c1-c2	d1-d5
7	Monitoring human rights on the national and the international level			a1-a4	b1-b5	c1-c2	d1-d5
8	<b>Midterm-exam</b>						
9	Monitoring human rights on the national and the international level	2	-	a1-a4	b1-b5	c1-c2	d1-d5
10	Monitoring bodies	2	-	a1-a4	b1-b5	c1-c2	d1-d5
11	Enforcing human rights on the national level- Role of civil society	2	-	a1-a4	b1-b5	c1-c2	d1-d5
12	Overall assessment for human rights practices worldwide	2	-	a1-a4	b1-b5	c1-c2	d1-d5
13	Project presentation	2	-	a1-a4	b1-b5	c1-c2	d1-d5
14-15	<b>Final exams</b>						
**	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes							
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√	√	√	√	√	10%	
8	Teamwork Projects	√	√	√	√	√	10%	
9	Practical Exam							
10	Others (Participations)	√	√	√	√		10%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<ul style="list-style-type: none"> <li>• Forsythe, David P., Human Rights in International Relations, 2nd edition. Cambridge: Cambridge University Press, 2006.</li> <li>• Goodhart, Michael (Ed.), Human Rights - Politics and Practice, Oxford: Oxford University Press, 2009.</li> </ul>
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<ul style="list-style-type: none"> <li>- Maogoto, Jackson Nyamuya, War Crimes and Realpolitik: International Justice from World War I to the 21<sup>st</sup> Century. Boulder: Lynne Rienner, 2004.</li> <li>- Wheeler, Nicholas J., Saving Strangers: Humanitarian Intervention in International Society. Oxford: Oxford University Press, 2000.</li> </ul>
<b>Online Web Sites</b>	<ul style="list-style-type: none"> <li>- <a href="http://www.ekb.eg">www.ekb.eg</a></li> <li>- TED Talks</li> </ul>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet				
Printer				√
Copier				√
Moodle	√			√
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Amina El Sawy
- **Head of The Department:** Dr. Maha A. Gharbib
- **Date:** 18/7/2022

## I. Course Information

Course Code	MGT 100	Course Name	Small business management		
Level	First	Specialization	All Faculty Programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
2	2		-		
Course Prerequisite(s)					
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

Develops skills and knowledge needed to create and manage a small business, how to keep records, staffing, location, product presentation, pricing, promotion, and product distribution

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a1, a2	b3, b5, b6	c7, c8	d1, d2, d3, d4, d6, d7

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define what is meant by the term business.
- a2. Explain some of the current problems small business face.
- a3. Describe the growing opportunities in franchising.
- a4. Identify mission and vision of any small business.
- a5. Explain how small business plan human resource needs.
- a6. Name some methods used for recruiting human resources.
- a7. Identify bootstrap marketing plan.
- a8. Outline the porter model.
- a9. Explain the major strategies of business—differentiation, cost, and focus.
- a10. Determine the major risks to business plan success

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate critical tools, functions, concepts and skills that are required for owner/managers of small business.
- b2. Develop a clear vision and meaningful mission statements.
- b3. Analyze strengths opportunities, weaknesses, and threats of any business by using SWOT Analysis.
- b4. Compare between buying franchise and starting new business
- b5. Suggest ways to reduce risk of business.
- b6. Formulate Balance sheet.
- b7. Construct business plan.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Apply the skills necessary for venture creation and small business management.
- c2. Use business plan
- c3. Practice successful skills needed by small business owners.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Develop working in a project
- d2. Use higher order thinking and life-long learning
- d3. Lead the skills necessary for venture creation and small business management.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	The Dynamic role of small Business.	2		a1, a2	b1, b2	c1 – c3	d1, d2, d3
2	How to plan and organize a Business.	2		a1, a2, a3	b1, b2, b3	c1 – c3	d1, d2, d3
3	How to organize to manage and operate the Business.	2		a5, a6	b4	c1 – c3	d1, d2, d3
4	Ethics and Strategic Planning: The Business Plan	2		a4	b5, b2	c1 – c3	d1, d2, d3
5 & 6	Marketing strategy and practice using business plan	2		a7, a8	b3	c1 – c3	d1, d2, d3
7	Basic financial planning and control.	2		a9, a10	b4, b5	c1 – c3	d1, d2, d3
<b>8</b>	<b>Mid-term Exams</b>						
10	Basic financial planning and control.	2		a9	b7	c1 – c3	d1, d2, d3
11	Porter model	2		a8	b7	c1 – c3	
12	Business Plans: Seeing Audiences and Your Business Clearly	2		a8	b7	c1 – c3	d1, d2, d3
13	Presentation	2		a1-a10	b1-b7	c1 – c3	d1, d2, d3
14 - 15	Final exams			a1-a10	b1-b7		
	<b>K.U. : Knowledge and Understanding</b> <b>I.S:</b> Intellectual Skills			<b>P.P.S. :</b> Practical / Professional Skills <b>G.T.S:</b> General and Transferable Skills			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	Marks %	
			K.U.	I.S.	P.P.S.	G.T.S			
1	Written Midterm Exam	√	√	√			8	30%	
2	Written Final Exam	√	√	√			14-15		
3	Quizzes	√	√	√				40%	
4	Assignments	√		√		√	√	15%	
5	Presentations	√				√	√	5%	
6	Individual Projects								
7	Research and Reporting	√		√		√		5%	
8	Teamwork Projects								
9	Practical Exam								
10	Others (Participations)	√				√		5%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.</b> :Knowledge and Understanding</li> <li>• <b>I.S.</b> :Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.</b> : General and Transferable Skills</li> </ul>						

## IX. References:

<b>Essential Textbooks</b>	<ul style="list-style-type: none"> <li>• Mary Jane Byrd.(2017).small business Management: an Entrepreneur.guide 8 th edition .NY. Mc Graw hill.</li> <li>• Hisrich, R. D., Peters, M. P., &amp; Shepherd, D. A. (2013). <i>Entrepreneurship</i>, 9th edition. NY: McGraw-Hill/Irwin.</li> <li>• Ahlstrom, D., Young, M. N., Chan, E. S., &amp; Bruton, G. D. (2004). Facing Constraints to Growth? Overseas Chinese Entrepreneurs and Traditional Business Practices in East Asia. <i>Asia Pacific Journal of Management</i>, 21, 263-285.</li> <li>• Au, K. &amp; Kwan, H. K. (2009). Start-up Capital and Chinese entrepreneurs: The Role of Family. <i>Entrepreneurship Theory and Practice</i>, July, 889-908.</li> <li>• Baron, R. A. &amp; Shane, S. A. (2008). <i>Entrepreneurship: A Process Perspective</i>, 2nd edition. Mason, Ohio: Thomson South-Western.</li> </ul>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Clercq, D. D., Fried, V. H., Lehtonen, O., & Sapienza, H. J. (2006). An Entrepreneur's Guide to the Venture Capital Galaxy. <i>Academy of Management Perspectives</i> , August, 90-112.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None



## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			√
Printer				√
Copier				√
Moodle	√			
Zoom	√			
Software Packages				
Laboratories				

**Course Coordinator:** Prof. Doaa Salman

**Head of the Department:** Associate Professor Ahmed Azmy

**Date:** 18/7/2022

## I. Course Information

Course Code	PSY101	Course Name	Psychology		
Level	2	Specialization	All faculty Programs		
Department Offering the Course	University requirement unit				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
2	2	-	-		
Course Prerequisite(s)	Not applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Apply the basic concepts, theories and information about the psychological behavior and factors affecting it.
- Use basic science in psychology.
- Demonstrate professional responsibilities, ethical, cultural and societal aspects of psychology.
- Own the needed knowledge and skills in psychology.
- Carry out a self-learning and research in psychology field.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a7, a8	b2	c6	d1, d2, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Identify fundamental concepts and theories related to their environment and their psychological well-being.
- a2. Describe different human behavior and ways of its motivation.
- a3. Discuss different psychological terms, concepts and principles.
- a3. Discuss specifications and major perspectives in psychology.
- a4. Identify the criteria for current use of the ways that psychological theories are used to assess, predict and change human behavior.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze critical thinking using psychological theories and principles on personal relationships.
- b2. Implement the solutions of assessing human behavior.
- b3. Determine measurement criteria for predicting human behavior.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Run observational methods to describe, explain, predict as well as control behavior of either one's or others.
- c2. Use psychology to influence and improve lives of human beings.
- c3. Install and maintain different supporting tools to make decisions in different situations effectively.
- c4. Manage time effectively.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others by applying the information they gained about how the body and mind work together.
- d2. Apply communication skills and techniques in presentations and report writing for range of audiences using various methods and tools.

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S
1	Introduction to Psychology	2	-				
2	Biological bases on behavior	2	-	a1-a5	b1-b3		
3	Sensation and perception	2	-	a1-a5	b1-b3		
4	State of consciousness	2	-	a1-a5	b1-b3		
5	Memory	2	-	a1-a5	b1-b3	c1-c4	d1-d2
6	Learning	2	-	a1-a5	b1-b3	c1-c4	d1-d2
7	Semester assignment	2	-	a1-a3	b1-b3		
<b>8</b>	<b>Midterm</b>						
9	Personality	2	-	a1-a3	b1-b3		
10	Personality	2	-	a1-a3	b1-b3	c1-c4	d1-d2
11	Personality disorders	2	-				
12	Review /Discussion of assignment	2	-				
13	Revision						
14-15	<b>Final exams</b>						
**	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments	√	√	√			5%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√	√	√	√	√	15%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Robert S. Feldman, <i>Understanding Psychology</i> , 10 <sup>th</sup> ed., McGraw Hill, 2011.
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="https://psychology.stanford.edu/">https://psychology.stanford.edu/</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√			√
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Maha Ali Gharib
- **Head of The Department:** Dr. Maha Gharib
- **Date:**18/7/2022

## I. Course Information

Course Code	SOC101	Course Name	Sociology																																
Level	2	Specialization	All faculty Programs																																
Department Offering the Course	University Requirement Unit																																		
Credit Hours	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">-</td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		2	2	-	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		2	2	-	-	
<i>Credit Hours</i>																																			
Total Credit Hours	Theoretical	Tutorial	Practical																																
2	2	-	-																																
<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
2	2	-	-																																
Course Prerequisite(s)	Not Applicable																																		
Approval Date Of course Specification	18/7/2022																																		

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Apply the basic principles of sociology as an academic discipline and provide an analytical perspective of society and everyday life through sociological theories.
- Analyze the ways in which people interact and function in groups.
- Demonstrate professional responsibilities, ethical, cultural values, norms, social stratification, social problems, race and ethnicity, conformity, deviance, urban living, social change, and social movements.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a7, a8	b2		d2, d3, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss specific areas of study within sociology.
- a2. Identify how the sociological perspective widens our understanding of society.
- a3. Identify the fundamental sociological theories, concepts, and research methods.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze social structure of society.
- b2. Evaluate social changes in modern societies
- b3. Determine measurement criteria to suggest new social issues to be studied during class time
- b4. Implement the understanding of the sociological perspective
- b5. Prepare proposals and presentations to correlate between social structures, social forces, and individual circumstances.
- b6. Implement a research project.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use sociological concepts, terms, and theories to the processes of everyday life.
- c2. Realize explanations for social inequality.
- c3. Implement the understandable complex ideas to practical situations.
- c4. Realize a research project.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others by applying the information they gained about how the body and mind work together.
- d2. Set goals and plans to achieve them.
- d3. Interact and work in group.



## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	What do we mean by Sociology?	2	-	a1-a3	b1-b5		
2	Benefits of sociology	2	-	a1-a3	b1-b5		
3	Culture and society	2	-	a1-a3	b1-b5		
4	The relationship between sociology and other social sciences?	2	-	a1-a3	b1-b5		
5	The relationship between sociology and other social sciences?	2	-	a1-a3	b1-b5		d3
6	Social Groups	2	-	a1-a3	b1-b5	c1-c4	d1-d3
7	Social Institutions Midterm	2		a1-a3	b1-b5	c1-c4	d1-d3
8	<b>Midterm-Exams</b>						
9	Media and Society	2	-	a1-a3	b1-b5		
10	Social Networks	2	-	a1-a3	b1-b5		
11	Socialization- Stratification Social	2	-	a1-a3	b1-b5		
12	Discussion of the Project	2	-			c1-c4	d1-d3
13-14	<b>Final exams</b>						
	<b>K.U.:</b> Knowledge and Understanding <b>I.S.:</b> Intellectual Skills			<b>P.P.S.:</b> Practical / Professional Skills <b>G.T.S.:</b> General and Transferable Skills			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks	
			K.U.	I.S.	P.P.S	G.T. S			
1	Written Midterm Exam	√	√	√			8	30%	
2	Written Final Exam	√	√	√			13-14	40%	
3	Quizzes								
4	Assignments	√	√	√	√	√		10%	
5	Presentations								
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects	√	√	√	√	√		10%	
9	Practical Exam								
10	Others (Participations)	√	√	√		√		10%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	George Ritzer, "Introduction to Sociology", SAGE, 2015
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<ul style="list-style-type: none"> <li>- <a href="http://www.sociosite.net">http://www.sociosite.net</a></li> <li>- <a href="http://www.trinity.edu/~mkearl/index.html">http://www.trinity.edu/~mkearl/index.html</a></li> <li>- <a href="http://www.e-library.esut.edu.ng/uploads/pdf/4870428549-the-penguin-dictionary-of-sociology.pdf">http://www.e-library.esut.edu.ng/uploads/pdf/4870428549-the-penguin-dictionary-of-sociology.pdf</a></li> </ul>
<b>Others (Specify)</b>	None

## IX. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√			√
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Saleh Abdel Azim
- **Head of The University Requirements and Training Center:** Dr. Mahmoud Sami
- **Date:** 18/7/2022

## I. Course Information

Course Code	ENV101	Course Name	Environmental Sciences		
Level	2	Specialization	All Faculty Programs		
Department Offering the Course	University Requirements Unit				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
2	2	-	-		
Course Prerequisite(s)	Not applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Apply the basic concepts, terminology, principles, and theories in area of environmental science.
- Demonstrate professional responsibilities, ethical, cultural, and societal aspects in area of environmental science.
- Deal with the individual, social, environmental, organizational, and economic implications of the application of environmental science.
- Use effectively communication skills to emphasize research methodology, to encourage critical thinking, and to convey a scientific as well as systematic approach to environmental awareness.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a2, a4, a5, a7	b1	c4	d2, d3, d4, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define fundamental concepts and theories related to environmental science.
- a2. Discuss principles of managements and economics relevant to environmental science.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Identify measurement criteria for different systems deployment in environmental science.
- b2. Discuss professional, moral, legal, and ethical issues related to environmental science.
- b3. Criticize research paper in environmental science area.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Acquire a set of fundamental research skills from different resources of environmental science
- c2. Evaluate the risks and safety aspects related to environmental science.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Exploit a range of learning resources about environmental science
- d2. Work in a team to develop the requirement documentation about environmental science
- d3. Apply communication skills in presentations and report writing using various methods and tools.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U	I.S	P.P.S.	G.T. S
1	Introduction to environmental science	2	-	a1-a2	b1, b3		
2	Natural resources management. Ecological footprint, population, and consumption as well as sustainability	2	-	a1-a2	b1, b3		
3	Air pollution	2	-	a1-a2	b1, b3		
4	Temperature inversion. Indoor air pollution. Air pollution control, solutions to acid rain.	2	-	a1-a2	b1, b3		
5	Climate change. The greenhouse effects. Ozone layer decay	2	-	a1-a2	b1, b3		
6	Water resources.	1	-				
7	Water pollution and water quality. Eutrophication, ground water	2	-	a1-a2	b1, b3		
8	<b>Midterm-Exam</b>						
9	Solids and hazardous waste. Resources, waste disposal methods	2	-	a1-a2	b1, b3		
10	Environmental legislations- Energy use and conversion	2	-	a1-a2	b1, b3		
11	Land reclamation			a1-a2	b1, b3		
12	Project presentation					c1-c2	d1-d2
14-15	<b>Final Exam</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments							
5	Presentations	√			√	√	5%	
6	Individual Projects		√	√	√	√	5%	
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√	√	√	√	√	10%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Peter H. Raven, David M. Hassenzahl, Mary Catherine Hager, Nancy Y. Gift, Linda R. Berg, Nancy Gift, Environment.
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√	√	√	
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√	√	√	√
Zoom	√	√	√	√
Software Packages				
Laboratories				

- **Course Coordinator:** Prof. Almotaz Youssef Abdel Aziz
- **Head of the University Requirements and Training Center:** Dr. Mahmoud Sami
- **Date:** 18/7/2022



## I. Course Information

Course Code	CSC 102	Course Name	Specialized Computer Applications		
Level	Second	Specialization	All Faculty Programs		
Department Offering the Course	Department of Management Information Systems				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	1	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	2	-	1		
Course Prerequisite(s)	Introduction to Computer (CSC 101)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Analyze the requirements needed for solving certain business problems by computer applications.
- Identify graphic design principles that relate to web design and learn how to implement theories into practice
- Use database and electronic spreadsheets applications needed for organization's needs.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a3	b1,b2	c9	d2, d3, d6

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Investigate emerging technology in shaping new processes, strategies, and business models.
- a2. Discuss the use and application of the databases, electronic spreadsheets, presentation/multimedia, graphics and webpage design software.
- a3. Identify a web application and explain how it works.
- a4. Explain concepts and techniques of Internet and Multimedia applications.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze different business problems to choose the most appropriate computer applications.
- b2. Analyze and evaluate the information in database organization.
- b3. Link different knowledge to solve professional problems.
- b4. Analyze and design a webpage based on business requirements.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Practice on some well-known DBMS and electronic spreadsheet software.
- c2. Practice on some well-known graphics, presentation, and multimedia applications.
- c3. Design proper webpages, applying different HTML elements and Cascading Style Sheets (CSS).

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Develop communication skills.
- d2. Apply communication skills in presentations and report writing.
- d3. Respect Teamwork
- d4. Develop skills in using computers and related digital technologies to solve problem

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U	I.S	P.P.S.	G.T.S
1	Introduction to Computer Applications (Part 1)	-	2	a1, a2	b1		
2	Introduction to Computer Applications (Part 2)	-	2	a1, a2	b1		
3	Database Systems (Part 1)	-	2	a2	b2, b3	c1	d4
4	Database Systems (Part 2)	-	2	a2	b2, b3	c1	d4
5	Electronic Spreadsheets (part1)	-	2	a2	b2, b3	c1	d4
6	Electronic Spreadsheets (part1)	-	2	a2	b2, b3	c1	d4
7	Presentation and Multimedia (Part 1)	-	2	a4	b3	c2	d1- d4
8	<b>Mid-term Exams</b>						
9 - 11	Presentation and Multimedia (Part 2)	-	2	a4	b3	c2	d1- d4
12 - 13	Graphics and Webpage design	-	2	a3	b4	c3	d1- d4
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√	√	√	√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes							
4	Assignments	√	√	√	√	√		10%
5	Presentations	√	√		√	√		5%
6	Individual Projects	√	√	√	√	√		5%
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√	√	√	√	√		10%
**	<b>K.U.:</b> Knowledge and Understanding <b>I.S. :</b> Intellectual Skills			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## IX. References

<b>Essential Textbooks</b>	Gaurav Mahajan, Microsoft 365 and SharePoint Online Cookbook, Packt, 2020, ISBN: 978-1-83864-667-7.
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Brian K. Williams, Stacey Sawyer, <i>Using Information Technology: a Practical Introduction to Computer &amp; Communication</i> , 11 <sup>th</sup> Edition, McGraw Hill, 2015. ISBN: 978-0073516882
<b>Online Web Sites</b>	<a href="http://www.mcgrawhillcreate.com/">http://www.mcgrawhillcreate.com/</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√	√	√	
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√	√		√
Zoom	√	√	√	√
Software Packages		√		√
Laboratories				

- **Course Coordinator:** Assoc. Prof. Dr. Ahmed Sayed Salama
- **Head of The Department:** Assoc. Prof. Dr. Ghada Refaat
- **Date:** 18/7/2022

## I. Course Information

Course Code	SCT101	Course Name	Scientific Thinking																																
Level	2	Specialization	All Faculty Programs																																
Department Offering the Course	University requirement unit																																		
Credit Hours	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="5" style="text-align: center;"><i>Credit Hours</i></th> </tr> <tr> <th style="text-align: center;">Total Credit Hours</th> <th style="text-align: center;">Theoretical</th> <th style="text-align: center;">Tutorial</th> <th colspan="2" style="text-align: center;">Practical</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">-</td> </tr> <tr> <th colspan="5" style="text-align: center;"><i>Contact Hours</i></th> </tr> <tr> <th style="text-align: center;">Contact Hours</th> <th style="text-align: center;">Theoretical</th> <th style="text-align: center;">Tutorial</th> <th colspan="2" style="text-align: center;">Practical</th> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		2	2	-	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		2	2	-	-	
<i>Credit Hours</i>																																			
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2	2	-	-																																
<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
2	2	-	-																																
Course Prerequisite(s)	Not applicable																																		
Approval Date Of course Specification	18/7/2022																																		

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Apply the basic concepts, theories and information about the scientific thinking and factors affecting it.
- Use basic science in scientific thinking.
- Demonstrate professional responsibilities, ethical, cultural, and societal aspects about thinking scientifically.
- Own the needed knowledge and skills in scientific thinking.
- Carry out a self-learning and research in scientific thinking field.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a6	b2, b6	c6	d2, d4, d6

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Describe insights into their environment and their scientific thinking well-being.
- a2. Select different human behavior and ways of its motivation.
- a3. Define different scientific thinking terms, concepts and principles.
- a4. State major perspectives in scientific thinking.
- a5. Discuss the ways that scientific thinking theories are used to assess, predict and change human behavior.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Apply critical thinking using scientific thinking theories and principles on personal relationships.
- b2. Assess human behavior in scientific thinking.
- b3. Criticize research paper in scientific thinking

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use observational methods to describe, explain, predict as well as control behavior of scientific thinking.
- c2. Show scientific thinking to influence and improve lives of human beings.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others by applying the information they gained about scientific thinking.
- d2. Set goals and plans to achieve them.
- d3. Appreciate continuous professional development and lifelong learning.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Introduction: What is Scientific Thinking?	2	-	a1-a5			
2	Types of scientific thinking-scientific thinking components	2	-	a1-a5	b1-b3		
3	Levels of thinking-bloom taxonomy-scientific thinkers'; behavior, attitudes and tools	2	-	a1-a5	b1-b3		
4-5	Elements of science- scientific method-collecting information implementation of tools of thinkers as well as scientific method into phases of thinking	2	-	a1-a5	b1-b3		
6	Concept	2	-	a1-a5	b1-b3	c1, c2	d1 – d3
7	Hypothesis-Research assignment discussion	2	-	a1-a5	b1-b3	c1, c2	d1 – d3
8	<b>Mid-term Exams</b>						
9	Variable	2	-	a1-a5	b1-b3		
10	Strategies and problem solving	2	-	a1-a5	b1-b3	c1, c2	
11	Analysis - practice	2	-	a1-a5	b1-b3	c1, c2	
12	Analysis - practice	2	-	a1-a5	b1-b3	c1, c2	
13	Decision making	2	-	a1-a5	b1-b3	c1, c2	d1 – d3
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			



## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√	√	8	30%	
2	Written Final Exam	√	√	√	√	14-15	40%	
3	Quizzes	√	√	√	√		10%	
4	Assignments	√	√	√			5%	
5	Presentations							
6	Individual Projects	√	√	√	√		15%	
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Todd Donovan and Kenneth R. Hoover, The Elements of Social Scientific Thinking, latest edition.
<b>Course Notes</b>	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board			√	
PC/Laptop	√	√	√	
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√	√	√	√
Zoom	√	√	√	√
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Maha Ali Gharib
- **Head of the University Requirements and Training Center:** Dr. Mahmoud Sami
- **Date:** 18/7/2022

## I. Course Information

Course Code	CPS 101	Course Name	Communication and Presentation Skills																																
Level	All levels	Specialization	All faculty programs																																
Department Offering the Course	University Requirement Unit																																		
Credit Hours	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>2</td> <td>-</td> <td colspan="2">-</td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th>Total Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> <tr> <td>2</td> <td>2</td> <td>-</td> <td colspan="2">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		2	2	-	-		<i>Contact Hours</i>					Total Contact Hours	Theoretical	Tutorial	Practical		2	2	-	-	
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Total Contact Hours	Theoretical	Tutorial	Practical																																
2	2	-	-																																
Course Prerequisite(s)	ENG KET or ENG KET A																																		
Approval Date Of course Specification	18/7/2022																																		

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Differentiate between the main concepts and the fundamental aspects related to communication and presentation skills.
- Know the basic information to build and maintain positive relationships in a personal and professional environment; convey clearly organized messages to public audiences; work effectively in groups; and effectively perform during job interviews.
- Learn a wide range of integrated soft skills that college students require, including audience analysis, confrontation, note taking, active listening, memory, and test taking skills; as well as verbal and nonverbal communication, body language, self-management skills and leadership skills both in college and within the workforce.
- Develop many communication skills, this course primarily focuses on oral communication skills in a variety of contexts.
- Apply the right skill to deliver effective presentations that convince and compel any type of audience. Effective Presentation Skills will enable the students to develop core presentation skills and give them the opportunity to practice these skills.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
			d1, d2, d3, d4, d6, d7, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Describe the fundamental characteristics of the communication process.
- a2. Outline the major concepts of communication: i.e. verbal skills, non-verbal skills, listening and responding skills.
- a3. Explain the major concepts of intrapersonal communication, interpersonal communication, group communication, public communication, organizational communication, and mediated communication.
- a4. Identify, analyze and evaluate these concepts in their own behaviors, demonstrate versatility in applying their communication skills across multiple communication contexts, and integrate the above skills in their personal and professional lives
- a5. State criteria used to evaluate oral presentations.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze their personality and determine the needed skills
- b2. Explore their goal and objectives and set the future plan
- b3. Apply the effective ways to give presentations
- b4. Compare and contrast different types of communication skills
- b5. Distinguish between different types of personal skills
- b6. Investigate the effects of developing communication and presentation skills on their future practical life
- b7. Evaluate an oral presentation according to established criteria.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Participate positively in a business or personal communication process
- c2. Analyze their personality and chose the appropriate learning style
- c3. Design a Personal Development Plan and SWOT analysis
- c4. Know the professional way to participate in workshops and events
- c5. Practice working within a team
- c6. Prepare and give an effective presentation

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Gain a range of skills that can assist in future career.
- d2. Motivate teamwork as well as oral and written communications
- d3. Develop the ability to think rationally and strategically particularly as a decision maker
- d4. Improve the ability to apply a range of communication strategies in different fields and on a personal and/or business level.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 2H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Importance of communication and presentation skills	2	-	a1, a2			d1, d4
2	<b>Major Goals for Presentations</b> 1.The primary forms of professional presentations 2.Identifying appropriate presentation topics 3.The strategies for analyzing an audience 4.The strategies for analyzing a speaking context	2	-	a2, a4	b3, b6	c4, c6	d1- d4
3	<b>Planning and Crafting Presentations</b> 1.Purpose statements and thesis statements 2.The characteristics of main points and the options for arranging them in a speech 3.Differentiate the goals of a compelling introduction and conclusion 4.The role of transitions in a speech	2	-	a3, a4	b3, b5, b6	c4- c6	d1-d4
4	<b>Finding Support for Your Presentation Goals (part1)</b> 1.Determine when supporting material is needed in a presentation 2.Evaluate the quality of supporting material 3.Compare and contrast various information-gathering techniques	2	-	a2, a5	b3, b6, b7	c4- c6	d1-d4
5	<b>Finding Support for Your Presentation Goals (part2)</b>	2	-	a2, a5	b3, b6, b7	c4- c6	d1-d4

	4.Summarize strategies for maximizing the effectiveness of presentation aids 5.Describe strategies for using supporting						
6	<b>Rehearsing and Delivering Successful Presentations (part1)</b> 1.Compare and contrast the four styles of delivering a presentation 2.Explain how to use visual and vocal cues effectively 3.Summarize the psychological, physical, and behavioral effects of stage fright	2	-	a2, a4, a5	b3, b6, b7	c4- c6	d1-d4
7	<b>Rehearsing and Delivering Successful Presentations (part2)</b> 4.Describe strategies for managing public speaking anxiety and using it to a speaker's advantage 5.Explain how to maintain presence and confidence while speaking	2	-	a2, a4, a5	b3, b6, b7	c4- c6	d1-d4
8	<b>Mid-term Exams</b>						
9	<b>Revision</b>						
10	<b>Effective Team Communication</b> 1. Stages of development for high-performing teams effective teams 2. Styles of leadership 3. Functional and dysfunctional approaches to making team decisions 4. Communicating virtually in teams	2	-	a1, a3	b2, b5, b6	c2- c5	d1-d4
11	<b>Communicating for Professional Success</b> 1. Summarize the six principles of communication 2. Describe the principal elements of communication 3. Illustrate the principles of effective communication in	2	-	a1- a3	b1, b2, b6	c1, c2, c5	d1-d4

	professional networks 4. Explain credibility and identify the communication skills it embodies 5. Summarize the characteristics of competent communicators						
12	<b>Culture, Diversity, and Global Engagement</b> 1.Explain culture and co-cultures 2.Identify primary forms of human diversity 3.Explain the major cultural dimensions 4.Describe behavioral strategies for adapting to cultural norms and customs 5.Illustrate ways of engaging diversity in an ethical manner 6.Demonstrate communicating with cultural proficiency	2	-	a1- a3	b1, b2, b4, b6	c1, c2, c5	d1-d4
13	<b>Career Communication</b> 1.Formulate short-term and long-term career aspirations 2.Understand principles for professional networking 3.Develop a résumé, a cover letter, and a reference list 4.Describe strategies for developing an online professional persona	2	-	a2- a4	b2, b6	c1, c3	d1-d4
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√	√	8	30%	
2	Written Final Exam	√	√	√	√	14-15	40%	
3	Quizzes	√	√	√	√		10%	
4	Assignments	√	√	√	√	4,10	5%	
5	Presentations							
6	Individual Projects	√						
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√		10%	
9	Practical Exam							
10	Others (Participations)	√	√	√	√		5%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					



## IX. References

<b>Essential Textbooks</b>	le, Kory Floyd and Peter W. Cardon, Business and Professional Communication, Putting People First, 2018
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<ul style="list-style-type: none"> <li>- Kathleen McMillan, Jonathan Weyers, The study skills book, 3rd ed. August 2012 Pearson</li> <li>- Bovee, Courtland L, John V. Thill &amp; Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.</li> <li>- Hasson, Gill. Brilliant Communication Skills. Great Britain: Pearson Education, 2012.</li> <li>- Kroehnert, Gary. Basic Presentation Skills. Sidney: McGraw Hill, 2010.</li> <li>- Moore, Ninja-Jo, et al. Nonverbal Communication: Studies and Applications. New York: Oxford University Press, 2010.</li> <li>- Raman, Meenakshi &amp; Sangeeta Sharma. Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press, 2011.</li> <li>- Thill, John V. &amp; Courtland L. Bovée, Excellence in Business Communication, 10th edition. Boston: Pearson, 2013</li> </ul>
<b>Online Web Sites</b>	<ul style="list-style-type: none"> <li>- <a href="http://networketiquette.net/">http://networketiquette.net/</a></li> <li>- <a href="http://www.bbc.co.uk/worldservice/learningenglish/radio/specials/1535_questionsanswer/page15.shtml">http://www.bbc.co.uk/worldservice/learningenglish/radio/specials/1535_questionsanswer/page15.shtml</a></li> <li>- <a href="http://www.indiabix.com/group-discussion/topics-with-answers/">http://www.indiabix.com/group-discussion/topics-with-answers/</a></li> <li>- <a href="http://www.owl.net.rice.edu/~cainproj">http://www.owl.net.rice.edu/~cainproj</a></li> <li>- <a href="http://www.thehumorsource.com">http://www.thehumorsource.com</a></li> </ul>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			
Data-Show	√			
Laser Pointer	√			
Internet	√			
Printer				√
Copier				√
Moodle	√			
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Dalia Alsaiid
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## Faculty Requirements Course Specifications

## I. Course Information

Course Code	MGT 101	Course Name	Introduction to Management		
Level	1	Specialization	All Faculty Programs		
Department Offering the Course	Department of Accounting				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course provides students with the basic concepts and processes of management with the focus on skills, competencies, techniques, and knowledge needed to successfully manage an organization and identify ways to effectively and creatively respond to management problems and challenges.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a1, a2, a4, a8	b2, b6	c1, c7, c10	d2, d4, d6, d8, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline the basic concepts and principles of management, process, organizations and relation with other fields.
- a2. Identify the key skills required for the contemporary management practice.
- a3. Mention the importance and major features of the corporate culture and the environment in which the organization operates.
- a4. Define managerial ethics and corporation social responsibility.
- a5. Discuss the four fundamental management functions of planning and decision making, organizing, leading, and controlling that comprise the manager's role.
- a6. Identify the various leadership styles and appraise the pros and cons of every style
- a7. Explain the motivation uses and communication to execute the leading function
- a8. Determine the controlling process and evaluate the subsequent responses of the process.
- a9. Discuss why it is important for managers to behave ethically
- a10. Identify the main steps of the planning process and explain the relationship between planning and strategy

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the relationship between the different management functions and their importance in achieving competitive advantage.
- b2. Distinguish ways in which organizational structure impacts strategy, performance and operations.
- b3. Illustrate the significance of properly planning in an organization.
- b4. Analyze the decision-making process to successfully respond to management problems and challenges.
- b5. Evaluate the changes in theories about how managers should behave to motivate and control employees
- b6. Compare among the different leadership styles and assess the major similarities
- b7. Evaluate the controlling process and question the theories of applying the control system within the organization

**c. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Apply their knowledge and skills to explore opportunities as future managers and entrepreneurs.
- c2. Employ management concepts to deal with key organizational and managerial issues.
- c3. Illustrate the different skills needed by managers.
- c4. Analyze the relationship between business success and management.
- c5. Examine what leadership is and what makes for an effective leader

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Work effectively and efficiently in groups.
- d2. Develop oral communication skills.
- d3. Communicate effectively with others.
- d4. Lead the student's ability to analyze complex situations of understanding cash flows management
- d5. Use the technological advances to gather information.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Introduction to Management & organizations	3	-	a1-a2	b1- b3		d2
2	Organizational Culture and Environment: Assessing Environmental Uncertainty	3	-	a3	b1- b3	c1 – c4	d1 – d5
3	Organizational Culture and Environment	3	-	a3	b2, b3	c1 – c4	d1 – d5
4	Organizational Structure and Design	3	-	a4	b2, b3	c1 – c4	d1 – d5
5	Managers as decision makers: Case study	3	-	a7	b4	c1 – c4	d1 – d5
6	Motivation & Performance	3		a7	b2, b5		
7	Ethics and Social Responsibility	3	-	a4, a9	b6, b2	c1 – c4	d1 – d5
8	<b>Midterm Exams</b>						
9	Discussions	3					d2, d3
10	Strategy & Planning	3	-	a5, a10	b1, b3, b4	c1 – c4	d1 – d5
11	Organizational Control & Change	3	-	a8	b2, b6, b7	c1 – c4	d1 – d5
12	Leadership	3	-	a6, a7	b6	c1 – c5	d1 – d5
13	Effective Communication	3		a7	b4		d2, d5
14 – 15	<b>Final Exam</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√	√	8	30%	
2	Written Final Exam	√	√	√	√	14-15	40%	
3	Quizzes	√	√	√	√		10%	
4	Assignments	√	√	√	√		10%	
5	Presentations							
6	Individual Projects	√			√		10%	
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations and Debates)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Jones, G. R. & George, J. M. 2021. Contemporary management. 12th ed. New York: McGraw-Hill/Irwin. ISBN13: 9781260735154
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Stephen P. Robbins and others, Management, Arab World Edition, Pearson Education Limited, 1st ed., 2015.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			
Data-Show	√			
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√			
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Noha Adel
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	ACT 101	Course Name	Introduction to Accounting		
Level	1	Specialization	All Faculty Programs		
Department Offering the Course	Department of Accounting				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	3	Theoretical 3	Tutorial 1	Practical -
	<i>Contact Hours</i>				
	Contact Hours	4	Theoretical 3	Tutorial 1	Practical -
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

By the end of the course, students should be able to understand financial statements, their types, objectives, contents, and the accounting equation and its effect of business events on it. Furthermore, this course enable the students to acquire the knowledge and skills necessary to identify the accounting cycle for a business, record, and post business transactions, and prepare trial balance and financial statements in service and merchandising companies



### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a5, a7	b2, b4	c6, c8, c10	d4, d5, d6, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define the nature of accounting, and its relationship to other sciences.
- a2. State the principles and standards of the accounting theory.
- a3. Discuss the different accounting terms and concepts.
- a4. Outline different forms of organizations.
- a5. Explain the relationship among the financial statements.
- a6. Identify in detail the steps of the accounting cycle.
- a7. Record basic economic transactions for assets, liabilities, stockholder's equity.
- a8. Explain the theory of debits and credits and apply accounting theory to business transactions

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Develop creative thinking to solve problems related to accounting.
- b2. Analyze business transactions and their interpretation
- b3. Choose the appropriate accounting principles and assumptions to be applied in different situations.
- b4. Apply an appropriate judgment in selecting and presenting information using various methods relevant to financial accounting.
- b5. Prepare income statement, owners' equity statement, and balance sheet.
- b6. Provide a reasoned argument to the solution of familiar and unfamiliar problems relevant to financial accounting

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Relate income statement, owners' equity statement, and balance sheet to different business organization.
- c2. Develop the skills needed to analyze financial statements effectively.
- c3. Select appropriate problem-solving method.
- c4. Link accounting theory principles with practical situations.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Select the appropriate accounting method for decision making.
- d2. Apply analytical techniques of qualitative and quantitative information, in order to use them effectively.
- d3. Develop self and cognitive skills.
- d4. Participate in continuous professional development and lifelong learning

**V. Course Matrix Content**

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1-3	<b>Introduction, Accounting in action</b> 1. What is accounting. 2. The users and uses of accounting. 3. The generally accepted accounting principles.	3	1	a1-a4	b1-b3		d1- d3
4-5	<b>Recording Process</b> 1. What is an account and how it helps in the recording process. 2. Debits and credits and their use in recording business transactions. 3. The basic steps in the recording process. 4. What is a journal and how it helps in the recording process.	3	1	a1-a8	b1 – b6	c1-c4	d1-d3
6-7	<b>Adjusting the accounts</b> 1. The time period assumption. 2. The accrual basis of accounting. 3. The reasons for adjusting entries. 4. The major types of adjusting entries.	3	1	a4, a5, a6, a8	b1, b2, b3, b5	c1-c4	d1-d3
8	<b>Mid-term Exams</b>						
9-11	<b>Completing the accounting cycle</b> The process of closing the books.	3	1	a3, a4, a5, a8	b1-b3	c1-c4	d1-d3
12-13	<b>Accounting for merchandising operations</b> 1. The differences between service and merchandising companies.	3	1	a1, a2, a7, a8	b1, b2, b4, b6	c1-c4	d1-d3
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			15%	
4	Assignments	√	√	√	√		5%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√	√		√		10%	
8	Teamwork Projects							
9	Practical Exam							
10	Participation							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell, Accounting Principles, 14th Edition, 2020, Wiley
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓			
Internet	✓	✓		✓
Printer				✓
Copier				✓
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Associate Professor Dina Krema
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 18/7/2022

## I. Course Information

Course Code	ECN 101	Course Name	Introduction to Microeconomics		
Level	1	Specialization	All Faculty Programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course provides the students with the basic concepts and principles of Microeconomics. The course will acquaint the students with necessary knowledge to identify market equilibrium, analyze different elasticities and understand the production theory and cost analysis

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a4, a5, a7	b4	c1, c4, c6	d2, d4, d5, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define Microeconomics and its main principles.
- a2. Explain how economics is related to different social sciences.
- a3. Outline the difference between demand and supply side in the market and factors affecting demand and supply
- a4. Identify market equilibrium and disequilibrium.
- a5. List different types of elasticities.
- a6. Explain concepts related to production process.
- a7. Describe the types of costs of production.
- a8. State the main characteristics of different market types

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between factors affect supply and demand.
- b2. Use graphs to illustrate how changes in demand and supply lead to new equilibrium point.
- b3. Develop pricing strategy for producer in case of disequilibrium.
- b4. Compare between different types of Elasticities.
- b5. Calculate prices elasticity of demand, income elasticity and cross elasticity
- b6. Suggest appropriate behavior for producer to increase total revenue based on type of elasticity.
- b7. Calculate Total Production, Average Production, and Marginal Production
- b8. Illustrate different stages of production
- b9. Compute different costs
- b10. Compare and contrast between different types of markets

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Link factors that affect the demand and supply with market behavior
- c2. Use concept of elasticity to explain the behavior of market participants
- c3. Choose best optimal production units based on production and cost analysis
- c4. Analyze how firms behave based on type of markets

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively with colleagues and others, using both written, oral and virtual methods.
- d2. Interpret and express ideas with others.
- d3. Manage time effectively
- d4. Develop self - learning skills
- d5. Demonstrate the ability to use graphs and mathematical formulas to solve problems

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Chapter 1: Introduction to Microeconomics.	3	1	a1, a2			
2 - 4	Chapter 4: The demand and Supply	3	1	a3, a4	b1- b3	c1	d1 – d5
5 – 6	Chapter 5: The Elasticities of demand and supply.	3	1	a5	b4, b5, b6	c2	d1 – d5
7	Chapter 14: Production and cost “Production Analysis”	3	1	a6	b7, b8	c3	d1 – d5
8	<b>Mid-term Exams</b>						
9	Problem Solving and Discussions	3	1	a1, a4, a5	b2- b4		d1 – d5
10 - 11	Chapter 14: Production and cost “Cost Analysis”	3	1	a6, a7	b9	c3	d1 – d5
12	Types of markets	3	1	a8	b10	c4	d1 – d5
13	Problem Solving and Discussions	3	1				
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week (s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14,15	40%
3	Quizzes	√	√	√			11	10%
4	Assignments	√		√	√		4	10%
5	Presentations	√					√	5%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√				√		5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					



## IX. References

<b>Essential Textbooks</b>	Bade & Parkin, Foundations of Microeconomics, 9 <sup>th</sup> Edition, 2021, Pearson.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	David C Colander, Microeconomics, 2017, 10th Edition (McGraw-Hill)
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet	√	√		√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Azza Hegazy
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	MAT 101	Course Name	Business Mathematics		
Level	1	Specialization	All Faculty Programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**This course aims at:**

- Develop the students' knowledge about every type of business enterprise.
- Prepare students to calculate the simple interest, present value and the future sum.
- Develop the students' knowledge the concept of discount rate in the bank.
- Prepare students to know how to calculate the interest when it is compounded monthly, quarterly, semi-annually and annually.
- Develop student's practical skills in calculation the annuity and amortization schedule.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4	b2, b4	c6	d1, d2, d3, d4, d5

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. List the basic concepts of simple interest and simple discount
- a2. State the basic concepts and operations of simple interest and simple discount and the associated formulas.
- a3. Outline the meaning of maturity value that is related to a bank loan and the discount rate and simple discount and the rule of life.
- a4. Differentiate between simple and compound interest.
- a5. Demonstrate difference between ordinary annuity and annuity due.
- a6. Define promising note.
- a7. Describe amortization and find the result.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Select the most appropriate method for solving problems and case studies, depending on your understanding the key concepts.
- b2. Calculate simple interest.
- b3. Solve the bank discount.
- b4. Compute different annuity problems such as ordinary and annuity due, amortization.
- b5. Find the present value and the amount.
- b6. Construct the promissory note.
- b7. Prepare loan amortization table.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Apply knowledge of obtaining a loan or invest in banks and how to buy or sell in installments in solving problems and case studies.
- c2. Analyze the case studies that cover the area of business.
- c3. Explain and interpret the final result.
- c4. Research, analyze and critically evaluate information presented in the media and society

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Use self-learning through exercises and worked example.
- d2. Work in group to develop technique for problem solving.
- d3. Manage time.
- d4. Demonstrate ability to work with figures, make calculations, and outline important numerical information and trends.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Introduction to Math of Finance Chapter 9 - Simple Interest (Ordinary & Exact Interest)	3	1	a1	b1, b2	c1	d1 – d4
2	Chapter 9 – Simple interest (Principal, interest rate, time) – Part One	3	1	a2-a4	b2	c1	d1 – d4
3	Chapter 9 – Simple interest (Principal, interest rate, time) – Part Two	3	1	a2-a4	b1, b2	c1	d1 – d4
4	Chapter 9 – Bank Discount (Simple Discount, Present Value)	3	1	a3	b3, b5	c1	d1 – d4
5	Chapter 10 – Promissory Note.	3	1	a6	b6	c2 – c4	d1 – d4
6	Chapter (10) – The Rule of Life	3	1	a3	b1 – b5	c2 – c4	d1 – d4
7	Chapter 11 – Compound Interest (Amount)	3	1	a4	b3, b5	c2 – c4	d1 – d4
8	<b>Mid-term Exams</b>						
9	Chapter 11 – Compound Interest (Present Value)	3	1	a4	b5	c2 – c4	d1 – d4
10	Chapter 13 – Ordinary Annuities (Amount & Present Value of Annuity)	3	1	a5	b4	c2 – c4	d1 – d4
11	Chapter 13 – Annuities due (Amount & Present Value of Annuity due)	3	1	a5, a6	b4	c2 – c4	d1 – d4
12	Amortization	3	1	a7	b7	c2 – c4	d1 – d4
13	Problem Solving	3	1	a1 – a7	b1 – b7	c1 – c4	d1 – d4
14- 15	<b>Final Exam</b>						
**	<ul style="list-style-type: none"> <li>• G.T.S: General and Transferable Skills</li> <li>• I.S: Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• P.P.S. : Practical / Professional Skills</li> <li>• K.U. : Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√	√	8	30%	
2	Written Final Exam	√	√	√	√	14 - 15	40%	
3	Quizzes	√	√	√			15%	
4	Assignments	√	√	√	√		15%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Shao & Shao, Essential books: Mathematics for management and finance (8TH EDITION)
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet	√	√		√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Mostafa El - sayed
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	LAW 101	Course Name	Business Law		
Level	1	Specialization	All Faculty Programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course is structured to provide business students with a theoretical background on the fundamentals of law, legal theory, and some legal terms used therein. The course introduces general knowledge of labor regulation, as well as governmental relations and activities, including the societal obligations described in the criminal and other statutory or regulatory law

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a5, a7, a8	b2, b6	c3	d4, d7, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Demonstrate importance of ethics and morals in field of law.
- a2. Apply their knowledge about law and relation between business and law
- a3. Identify the Importance of business law with Introduction to theory of law, rights, contracts, companies, and commercial papers.
- a4. Discuss the various legal concepts which are involved in regulating the business institutions and commercial operations
- a5. Explain expert guidance of an accountant and an attorney to learn about the Basics of business laws that will affect business positively.
- a6. Identify the business organization and the regulation
- a7. List the contracts stages and recognition of contracts' types
- a8. Discuss of the Uniform Commercial Code, with special emphasis on sales of goods, commercial paper, and negotiable instruments, secured transactions, bankruptcy and creditors rights, proprietorships, partnerships, corporations, antitrust law, and the laws effecting entrepreneurs.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Apply logical thinking to solve problems related business law and company's law.
- b2. Identify the commercial papers which usually used in business fields.
- b3. Compare in depth between ordinary judiciary and administrative judiciary.
- b4. Link between environmental changes with patterns of taking decisions

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Differentiate between business law and other fields of law.
- c2. Acquires skills to identify all kinds of commercial papers.
- c3. Analyze legislations, contracts, and commercial custom as a sources of Business law.
- c4. Analyze the Intellectual property from both point of views intellectual and pecuniary.
- c5. Interpret principles of innovative thinking.
- c6. Criticize and discover positive and negative elements in dealing with problems

#### d. General and Transferable Skills



*On completing the course, the student should be able to:*

- d1. Manage Present intellectual development and continuous learning
- d2. Use efficiency to solve individual or institutional problems
- d3. Lead terminology relevant to the themes of the program

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Overview over the legal rule of law and its characteristics	3	-	a1 – a2	b1 – b4	c1 – c6	
2	The rule of law and its nature and kinds in a legal environment	3	-	a1 – a5	b1 – b4	c1 – c6	
3	Contracts and its stages, requirements, and applications	3	-	a7	b1 – b4	c1 – c6	d1-d3
4	Crimes and Torts and liabilities in criminal and civil fields.	3	-	a4 – a8	b1 – b4	c1 – c6	d1-d3
5	Contract: offer and acceptance.	3	-	a4 – a8	b1 – b4	c1 – c6	
6	Termination of contract.	3	-	a4 – a8	b1 – b4	c1 – c6	
7	Reality of consent, consideration	3	-	a4 – a8	b1 – b4	c1 – c6	
8	<b>Mid-term Exams</b>						
9	Intentional tort, capacity & illegality	3	-	a4 – a8	b1 – b4	c1 – c6	d1-d3
10	Application of law: judicial system,	3	-	a4 – a8	b1 – b4	c1 – c6	
11	Ordinary judiciary	3	-	a4 – a8	b3	c1 – c6	
12	Administrative judiciary	3	-	a4 – a8	b3	c1 – c6	
13	Revision	3	-				
14-15	<b>Final exams</b>						
**	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.</b> :Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments	√	√	√	√	√	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√			√	√	10%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Business Law Principles and Practices
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			
Data-Show	√			
Laser Pointer	√			
Internet				√
Printer				√
Copier				√
Moodle	√			
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Ashraf Anas
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	ECN 102	Course Name	Introduction to Macroeconomics		
Level	1	Specialization	All Faculty programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to understand:

- Basic concepts and principles of Macroeconomics.
- Different Macroeconomic problems and their impact on the economy.
- Various macroeconomic Indicators and analyze them.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a4	b4	c4, c6	d1, d2, d5, d6

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define Macroeconomics, its main principles and relation with other social sciences.
- a2. Discuss the circular flow of income.
- a3. Explain the difference between expenditures, value-added and income approaches.
- a4. Outline the main macroeconomic problems, inflation and unemployment, their types, sources, and impacts.
- a5. Determine the difference between consumption and saving functions
- a6. Mention the basic idea of expenditure Multiplier
- a7. Identify equilibrium and disequilibrium in Gross Domestic Product and Price Level.
- a8. Describe the business cycle and explain its phases.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Compare between different approaches to measure the gross domestic product.
- b2. Calculate gross domestic product by applying expenditures and income approaches
- b3. Use graphical tools to describe some macroeconomic problems (Inflation, Unemployment, and Recession)
- b4. Compute unemployment rate and inflation rate
- b5. Graph consumption and saving functions
- b6. Calculate marginal propensity to consume (MPC), marginal propensity to save (MPS)
- b7. Illustrate how expenditure plans and real GDP are determined when the price level is fixed
- b8. Interpret the phases of business cycle.
- b9. Analyze and evaluate the relation between the business cycle and GDP gaps

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Present, draw and interpret different macroeconomic problems.
- c2. Report data about actual business cycle through differentiate between factors that affect some aggregates in the economy.
- c3. Suggest appropriate policies for Macroeconomic Problems

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Acquire analytical reasoning skills, numeric and clear effective communication skills, using written, oral and virtual methods.
- d2. Interpret and express ideas with others.
- d3. Manage time effectively.
- d4. Use conceptual frameworks effectively in problem solving and decision making

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Introduction to circular flow	3	1	a1, a2			
2	Chapter 5: Measuring and Describing the aggregate economy: Expenditure approach.	3	1	a2, a3	b1, b2	c1 – c3	d1 – d4
3	Chapter 5: Measuring and Describing the aggregate economy: Income approach	3	1	a2, a3	b1, b2	c1 – c3	d1 – d4
4 – 5	Chapter 7: The CPI and the cost of living	3	1	a4	b3, b4	c1 – c3	d1 – d4
6	Chapter 6: Jobs and Unemployment	3	1	a4	b3, b4	c1 – c3	d1 – d4
7	Chapter 10: Consumption theory	3	1	a5	b5, b6	c1 – c3	d1 – d4
8	<b>Mid-term Exams</b>						
9	Discussions & problem solving	3	1				
10	Chapter 10: Consumption theory: Saving function & Aggregate Equilibrium	3	1	a5	b5, b6	c1 – c3	d1 – d4
11	Chapter 14: Aggregate Expenditure Multiplier	3	1	a6	b7	c1 – c3	d1 – d4
12	Chapter 15: The Keynesian short-run policy model: equilibrium and gaps.	3	1	a4 – a8	b7 – b9	c1 – c3	d1 – d4
13	Revision	3	1				
14- 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14,15	40%
3	Quizzes	√	√	√			4,6	10%
4	Assignments	√	√	√	√	√	3	10%
5	Presentations	√				√		5%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Discussions on self-learning topic	√				√		5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Bade & Parkin, Foundations of Macroeconomics, 9 <sup>th</sup> Edition, 2021, Pearson.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Michael Parkin, Macroeconomics, 13th Edition, 2019, Pearson.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** professor Azza Hegazy
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022



## I. Course Information

Course Code	MGT 102	Course Name	Organizational Behavior		
Level	1	Specialization	All Faculty programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-	-		
Course Prerequisite(s)	Introduction to Management - MGT 102				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

The course aims at providing the students with the basis of organizational behavior concepts and theories. The course will focus on individual behavior, attitudes and job satisfaction, personality and values, perception and individual decision making, motivation, leadership studies, learning, organization culture and contemporary issues in leadership

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a1, a2, a4	b5	c1, c7	d1, d2, d3, d4, d6, d8, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define organizational behavior.
- a2. Outline the meaning of attitudes and understanding the meaning of the most important of all- Job Satisfaction.
- a3. Discuss the meaning of perception and how it helps with the internal and external attribution during the decision-making process.
- a4. Identify the different decision-making techniques on both individual and group levels.
- a5. List different personality types.
- a6. Explain the theories of motivation that helped with the evolution of organizational behavior and determine how motivation affects individual behavior in the workplace.
- a7. Describe the leadership styles and how they are used as subordinates' motivators.
- a8. Demonstrate the mechanism of the group formation stages and the issues associated with groups in the workplace.
- a9. Explain challenges of effective organizational communication

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the human behavior process through the cognitive, effective, and behavioral components of attitudes.
- b2. Discover the job satisfaction facets as one of the most important type of attitudes.
- b3. Develop the understanding of the Attribution theory to interpret the human.
- b4. Link theories of motivation with individual behavior in workplace.
- b5. Compare the individual and group decision-making process and develop deeper knowledge of the creativity process in decision-making
- b6. Relate some personality traits to positive individual behaviors.
- b7. Evaluate the early and contemporary theories of motivation and how to use them to affect human behavior.
- b8. Differentiate between the different leadership styles derived from theories and how they affect the motivational levels of individuals in the workplace
- b9. Organize the stages associated with the group formation.
- b10. Discover the issues associated with the group formation that will affect the behavior of individuals operating in these groups

**c. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Use the components of attitudes to understand human behavior
- c2. Apply the understanding of job satisfaction/dissatisfaction to the consequence-matrix in the workplace
- c3. Practice the external and internal attribution techniques
- c4. Use the decision-making models to interpret how the organizations react to the external environment
- c5. Link different personality types to workplace values
- c6. Show how the motivational theories are used to affect human behavior.
- c7. Work with leadership styles to influence the individual behaviors in the workplace
- c8. Relate the group formation stages to any teamwork context.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate the understanding of the cognitive, affective and behavioral components of attitudes
- d2. Manage the group behavior through the understanding of the issues associated with it
- d3. Manage Time Effectively
- d4. Use different scientific thinking approaches to analyze the behavior of organizations
- d5. Develop oral and written skills through discussions and presentations

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Theories of Organizational Behavior	3	-	a1			
2&3	Attitudes & Job Satisfaction: Attitudes are the perfect Predictors of behavior	3	-	a2	b1 b2	c1 c2	d1- d5
4 - 5	Perception & Individual Decision Making	3	-	a3, a4	b3	c3	d1- d5
6 - 7	Decision Making, Creativity, and Ethics	3	-	a3, a4	b4, b5	c4	d1- d5
8	<b>Midterm Exams</b>						
9	Personality and Values	3	-	a5	b5, b6	c5	d1- d5
10	Motivation Concepts: form concepts to application	3	-	a6	b6	c6	d1- d5
11	Leadership, Power, & Management	3	-	a7	b7, b8	c7	d1- d5
12	Group Behavior & Understanding Work Team	3	-	a8	b9, b10	c8	d1- d5
13	Challenges of Communication	3		a9		c3, c5	d1, d5
14-15	<b>Final Exams</b>						
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S:</b> General and Transferable Skills</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Guest Speaker Events)	√	√	√	√	√
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Midterm Exam	√	√	√		8	30%	
2	Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			15%	
4	Assignments	√		√	√	√	15%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Guest Speaker Events)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, 18 <sup>th</sup> edition, 2019
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			√
Data-Show	√			
Laser Pointer				
Internet	√			√
Printer				√
Copier				√
Moodle	√			
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Noha Adel
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	SAT 101	Course Name	Business Statistics		
Level	1	Specialization	All Faculty programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Business Statistics (SAT 101)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Demonstrate knowledge and understanding of statistical concepts and basic definitions.
- Demonstrate the ability to reason and develop evidence-based decisions using numerical information.
- Discuss how to efficiently collect the data needed to answer statistical questions properly and how to handle descriptive and estimation tools in business applications
- Apply basic statistical techniques and tools using the statistical package Minitab, which is a core component of this course.
- Communicate statistical findings clearly and appreciate the relevance of statistics to contemporary society.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a4, a5, a6, a7	b1, b4	c4, c6, c9	d3, d5, d7, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline the basic definitions and concepts and reflect with other social science.
- a2. Explain what is meant by a random variable.
- a3. Demonstrate understanding of descriptive statistics by practical application of quantitative reasoning and data visualization.
- a4. Define the mean of a random variable, the variance, and the standard deviation.
- a5. Define the probability function of a random variable
- a6. Explain Conditional Probability in terms of Independent events, Multiplication law, and Bayes' theorem.
- a7. Demonstrate the relationship between two or more variables of interest.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Carry out a simple exploratory data analysis; and in particular, to use simple numerical and graphical methods of summarizing data.
- b2. Apply basic statistical reasoning to analyze data and graphs.
- b3. Use probability functions to solve different probability problems.
- b4. Use statistics to model real world behaviors and suggest the assumptions and limitations of those models
- b5. Demonstrate the ability to use statistics to solve problems and determine if the solutions are reasonable

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use a statistical package to process, analyze and present data.
- c2. Communicate technical results of the investigation in reports and oral presentations
- c3. Design surveys and exploit databases.
- c4. Demonstrate ability to gather information, brainstorming, evaluate each option and determining the best alternative

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Demonstrate ability to work with figures, make calculations, understand graphs, charts and simple statistics and outline important numerical information and trends.
- d2. Demonstrate ability to research, analyze and critically evaluate information presented in the media and society.
- d3. Demonstrate ability to work with others.
- d4. Demonstrate ability to use problem solving tools such as
  - Processing data
  - Making choices and decisions
  - Interpretation of statistics
  - Developing a model
  - Analyzing data and drawing conclusions



## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	<b>Chapter 1: Data Collection:</b> Fundamental concepts of statistics, Sampling and randomization, Types of statistical errors.	3	1	a1, a2	b2	c3-c4	d1-d4
2-3	<b>Chapter 2: Organizing and Presenting Data:</b> Graphical & Tabular Descriptive Techniques for one qualitative variable.	3	1	a1, a2	b1-b2	c1-c4	d1-d4
4-5	<b>Chapter 2: Organizing and Presenting Data:</b> Graphical & Tabular Descriptive Techniques for two qualitative variables, Contingency tables.	3	1	a1- a3	b1-b2	c1-c4	d1-d4
6	<b>Chapter 3: Numerical Description of Data:</b> Measures of central tendency, Other Location measures, Box plots and outliers.	3	1	a1, a4	b1-b2	c1-c4	d1-d4
7	<b>Chapter 3: Numerical Description of Data:</b> Measures of variation, Shape of data distribution.	3	1	a1, a4	b1-b2	c1-c4	d1-d4
8	<b>Midterm Exam</b>						
9	<b>Chapter 5: Basic Probability:</b> Sample space and events, Basic laws of probability.	3	1	a2, a5	b3-b5	c1-c4	d1-d4
10	<b>Chapter 5: Conditional Probability:</b> Independent events, Multiplication law, and Bayes' theorem.	3	1	a2, a6	b3-b5	c1-c4	d1-d4
11	<b>Chapter 6: Discrete Probability Distributions:</b> Discrete random variable, Expected value, Variance, Binomial distribution.	3	1	a2, a5	b3-b5	c1-c4	d1-d4
12	<b>Chapter 13: Linear Regression and Correlation:</b> Scatter Diagram, Coefficient of Correlation, Coefficient of Determination, Least Square Method.	3	1	a2,a7	b3-b5	c1-c4	d1-d4
14-15	<b>Final Exam</b>						
	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<b>P.P.S.:</b> Practical / Professional Skills <b>G.T.S:</b> General and Transferable Skills			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Midterm Exam	√	√	√		8	30%	
2	Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√		5,10,12	20%	
4	Assignments	√		√	√	√	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Williams, Sweeney, Anderson, Contemporary Business Statistics, 2011, 8th edition, Pearson
<b>Course Notes</b>	Handouts: Worked Examples
<b>Extra Recommended Books</b>	<p><b>-Statistics.</b>                      McClave and Sincich, 2003, 9th edition, Prentice-Hall.</p> <p><b>-Elementary Statistics.</b>                      Bluman, 2001, 4th edition, McGraw-Hill.</p> <p><b>-Business Statistics: A Decision Making Approach.</b>                      Groebner, Shannan, Fry, and Smith, 2011, 8th edition, Pearson.</p>
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√	√	
Data-Show	√	√		
Laser Pointer				
Internet			√	√
Printer				√
Copier				√
Moodle	√	√		
Zoom	√	√		
Software Packages	√	√	√	
Laboratories	√	√	√	

- **Course Coordinator:** Dr. Mahmoud Rashwan
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	ACT 102	Course Name	Financial Accounting		
Level	1	Specialization	All Faculty programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Introduction to Accounting (ACT 101)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course helps the students understand the important accounting methods and techniques that affect the preparation and presentation of financial statements. Students should be able to identify different types of inventory valuation and accounting treatment for receivables. Moreover, this course enables students to understand accounting for petty cash and how to prepare a bank reconciliation statement. It acquaints students with the different methods to calculate depreciation of fixed assets, and the accounting for current and long term liabilities.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a4	b4	C6, c8	d1, d2, d3, d4

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Identify the objectives, principles, assumptions, and concepts of financial accounting.
- a2. Outline the different types and accounting methods used in management practices such as calculating inventory.
- a3. Describe different accounting practices such as treatment for receivables and depreciation methods.
- a4. Explain the allowance method of accounting for uncollectible accounts and how the method affects financial statements
- a5. Discuss the procedures and structures for establishing control over the flow of cash, use of cash receipts, cash disbursements and bank reconciliation.
- a6. Outline the transactions related to the purchase, amortization, and recognition of tangible and intangible long-term assets.
- a7. State the purposes behind a company's financial statements analysis.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Interpret different techniques in problem solving
- b2. Evaluate the inventory methods, differentiate among them and analyze the effect of using each method on the financial statements.
- b3. Design a voucher for petty cash reimbursement, funds receipt and reconciliation.
- b4. Apply different mathematical and analytical methods in evaluating accounting for receivables and its effect on financial statements.
- b5. Examine and explain how transactions relating to the recognition, valuation, and disposal of assets, liabilities, and stockholders' equity affect the various financial statements.
- b6. Perform horizontal, vertical and ratio analysis of a company's financial statements.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Report suitable scientific approaches in problems solving
- c2. Prepare different types of accounting report
- c3. Select appropriate techniques of evaluation and evaluate the relevance and significance of data collected

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Use different tools in facing different accounting situations
- d2. Innovate creative development work techniques in problem solving
- d3. Manage time effectively
- d4. Communicate with others effectively
- d5. Participate in continuous professional development and lifelong learning through developing intellectual and cognitive skills

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	<b>Introduction to financial accounting</b>	3	1	a1	b1		
2 - 4	<b>Chapter: Inventories</b> FIFO, LIFO, Weighted average	3	1	a1, a2	b1- b3	c1-c3	d1 – d4
5-6	<b>Chapter: Accounting for receivables</b> Account receivable, Allowance for doubtful accounts	3	1	a1-a4	b1-b5	c1-c3	d1 – d4
7	<b>Chapter: Cash and internal control:</b> Petty cash, Bank reconciliation.	3	1	a1, a5	b1, b2, b4	c1-c3	d1-d4
8	<b>Mid-Term Exams</b>						
9-11	<b>Chapter: Plant assets, natural resources, and intangibles:</b> Cost determination, Depreciation, Disposal	3	1	a1, a2, a4, a6	b1 – b5	c1-c3	d1-d4
12	<b>Current liabilities and Payroll accounting:</b> Notes payable, Payroll accounting	3	1	a1, a2, a4, a6	b1 –b5	c1-c3	d1-d2
13	<b>Chapter Analysis of financial statements:</b> Horizontal, vertical and ration analysis	3	1	a7	b1,b6	c3	d1-d4
14-15	<b>Final Exam</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				10%
4	Assignments	√		√	√	√		10%
5	Presentations							
6	Individual Projects							
7	Research Reporting and	√		√	√	√		10%
8	Teamwork Projects							
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell, Accounting Principles, 14th Edition, 2020, Wiley
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓			
Internet	✓	✓		✓
Printer				✓
Copier				✓
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Associate Professor Dina Crema
- **Head of The Department:** Associate Professor Dina Crema
- **Date:** 18/7/2022



## I. Course Information

Course Code	REM 101	Course Name	Research Methodology		
Level	2	Specialization	All Faculty programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

The main aim of this course is to help the students to understand the cyclical nature of business research and the process of research at both levels of preparations and writing research proposal. Besides, the course acquaints the students with the skills necessary write a proposal that includes an introduction, problem statement (significance of study), literature review, methods section, references, and a project timeline. In summary, the course helps undergraduate.

### III. Program ILOs Covered by the Course

#### Program ILOs Covered by the Course

Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a6, a8	b6	c2	d1, d2, d3, d6, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define the nature of research.
- a2. Outline the difference between basic and applied researches.
- a3. Discuss and decision making of topic and idea selection.
- a4. Identify the major phases of research.
- a5. Explain the purpose of each step and how to evaluate it.
- a6. Write the research proposal as well as outlining the research design

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between types and quality of research.
- b2. Choose and make decision of both topic and idea, as to use different techniques.
- b3. Compare and understand the differences of each research step.
- b4. Evaluate research methodology as phases and steps.
- b5. Analyze the information collected to work in a research.
- b6. Plan the research design using the elements of research design explained by the course instructor.
- b7. Suggest different ideas and how to work on them to produce good research.
- b8. Develop a research proposal that represents the research plan.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use all taught techniques to prepare the research design.
- c2. Apply all techniques taught concerning the research preparation phase and writing phase as well.
- c3. Design the research.
- c4. Practice preparation of the research.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Acquire analytical reasoning skills, numeric and clear effective communication skills.
- d3. Manage tasks, time, and resources effectively.
- d4. Enhance critical thinking skills.
- d5. Improve academic writing skills

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Nature of research	3	1	a1, a2	b1, b 2		
2	Choosing a research topic And idea	3	1	a1- a5	b2,b4, b5, b8	c1- c4	d1- d4
3	Conducting Delphi techniques Creation of relevance tree	3	1	a1- a5	b2- b5	c1- c4	d1- d4
4	Theory and research purposes	3	1	a1,a2	b1, b2		
5	Obtaining a research question.	3	1	a1- a5	b2- b5	c1- c4	d1 – d5
6	Working on research objectives.	3	1	a1- a5	b2- b5	c1- c4	d1 – d5
7	Literature review	3	1	a1- a5	b2- b5	c1- c4	d1 – d5
8	Mid-term Exams						
9	Hypothesis and its types.	3		a1, a2, a5	b1- b3	c1- c4	d1 – d5
10	Variables and the levels of measurements.	3	1	a1, a2, a3, a5	b4, b5	c1- c4	d1 – d5
11	Research design	3	1	a4, a5	b4- b6	c1- c4	d1 – d5
12	Proposal writing	3	1	a1- a6	b3- b8	c1- c4	d1 – d5
13	Revision						
14-15	Final exams						
	<ul style="list-style-type: none"> <li>G.T.S: General and Transferable Skills</li> <li>I.S: Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>P.P.S.: Practical / Professional Skills</li> <li>K.U.: Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				5 %
4	Assignments	√		√	√	√		13%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√		√	√	√		7%
9	Practical Exam							
10	Others (Participations)	√				√		5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Kenneth S. Bordens / Bruce Barrington Abbott, Research Design and Methods, A process approach, tenth edition.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Maha A. Gharib
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	FIN 201	Course Name	Corporate Finance (1)		
Level	2	Specialization	All Faculty programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Identify the main concepts of finance and its relationship with other fields.
- Differentiate between the different legal business organizations.
- Use different ratios to evaluate the financial performance of the firm.
- Prepare the cash flow of the firm to determine how the cash flow is generated
- Develop proforma financial statements to forecast the financial needs of the firm in the future.
- Use different financial formulas to calculate single amounts, annuities, mixed streams, and other special cases

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a1, a4, a5, a7	b4	c4, c6, c10	d1, d2, d3, d5, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define finance and its relation to other sciences.
- a2. Outline the different managerial finance functions.
- a3. Discuss the different legal forms of business organizations.
- a4. Describe principal–agent and the conflicts that may arise in these relationships.
- a5. State the difference between time series analysis and cross-sectional analysis
- a6. Identify the financial positions of the corporation.
- a7. Outline different methods used to prepare proforma income statement and balance sheet.
- a8. Explain the financial planning process, including long-term (strategic) financial plans and short-term (operating) plans.
- a9. Demonstrate complete understanding of the future value (FV) and present value (PV) of a single sum of money, an ordinary annuity, an annuity due, a perpetuity (PV only), and a series of unequal cash flows.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate the financial performance of the firm.
- b2. Interpret the meaning of different financial ratios.
- b3. Choose the best appropriate short-term and long-term financial plans of the corporations.
- b4. Prepare pro – forma income statement and balance sheet.
- b5. Solve time value of money problems for different frequencies of compounding interest.
- b6. Prepare loan amortization schedule.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use different problem-solving methods in evaluating, planning, and forecasting the current financial position and its future needs.
- c2. Use the financial ration in evaluating the financial position for real world cases.
- c3. Forecast the financial needs of the corporation
- c4. Choose the best investment opportunities by comparing how cash flow is received or paid along with different interest rates.
- c5. Write reports effectively.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others.
- d2. Manage tasks, time, and resources effectively.
- d3. Acquire analytical reasoning skills, numeric and clear effective communication skills.
- d4. Manage time effectively.

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	The Role and Environment of Managerial Finance	3	1	a1-a4	-	-	-
2 – 5	Financial statements and ratio analysis: Liquidity, activity debt, and profitability ratios	3	1	a5, a6	b1, b2	c1	d1-d4
5	Cash Flow & Financial Planning: Cash flow	3	1	a7, a8	b3, b4	c2	d1-d4
6 – 7	Cash Flow & Financial Planning: Proforma income statement and balance sheet.	3	1	a7, a8	b3, b4	c2	d1-d4
8	<b>Mid-term Exams</b>						
9	Problem solving on chapter 2 and 3 – in class activity	3	1	a5-a8	b1-b4	c1 – c3	d1-d4
10-11	Time value of Money: single Amount & Annuities & mixed streams	3	1	a9	b5, b6	c1 – c5	d1-d4
12	Special cases and loan amortization	3	1	a9	b5	c1 – c5	d1-d4
13	Problem solving on ch.3 and 4	3	1	a5-a9	b3-b6	c31 – c5	d1-d4
14-15	<b>Final exams</b>						
<b>Total Number of Teaching Weeks :12</b>							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			



## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Midterm Exam (s)	√	√	√			8	30%
2	Final Exam	√	√	√			14 -15	40%
3	Quizzes	√	√	√			4 - 12	10%
4	Assignments	√		√	√	√	10	5 %
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√		√	√	√		15 %
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Gitman, L. J., Juchau, R., & Flanagan, J. (2018). <i>Principles of managerial finance</i> . Pearson Higher Education AU. (Global Edition)
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Ross, S. A., Westerfield, R., Jordan, B. D., & Biktimirov, E. N. (2018). <i>Essentials of corporate finance</i> . McGraw-Hill/Irwin.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		√
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Doaa Ayman
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	MGT 201	Course Name	Production and Operations Management 1		
Level	2	Specialization	All faculty Programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	MGT 101 – Introduction to Management				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Generate a plan to increase productivity through the effective use of labor, capital, and management
- Modify the production / operation department in order to improve the overall performance of the organization.
- Take decisions in a professional manner and perform efficiently the five main functions of management: planning, organizing, staffing, leading and controlling.
- Integrates the different managerial decisions to develop and implement operations strategies.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4	b3, b5, b6	c6, c7	d1, d2, d3, d5, d7, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Exhibit a broad and deep knowledge of advanced core areas of production and operations management and its interdepartmental relations within organizations.
- a2. Differentiate between production and operation management contributions, functions, and challenges.
- a3. Define what is meant by operation strategy and state its importance
- a4. List the factors that affect strategies of operations
- a5. Discuss the operation strategy formulation
- a6. Outline the main objectives for designing any product or service
- a7. Mention the types of processes in manufacturing and service
- a8. Outline the importance of quality control management
- a9. State the factors that affect location selection
- a10. Identify the main objectives of capacity control in operations
- a11. List the main steps of capacity planning and control
- a12. Define the fundamental advantage and necessity of forecasting in various situations.
- a13. Explain supply chain management, contrast it from operations management and propose the main performance drivers of supply chain performance.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Illustrate how transformation processes within production affect organizations
- b2. Use the main phases for product design to design a service or a product
- b3. Relate different operation strategies to organizational structures
- b4. Analyze how up to date technologies affect operation using real world examples.
- b5. Use new trends in technology to explain how services are now delivered.
- b6. Discover the Productivity and Multifactor Productivity
- b7. Determine the optimum location for a distribution center
- b8. Interpret the utilization, efficiency, and effectiveness tools and methods
- b9. Suggest location plans and analysis
- b10. Choose the most suitable location decision
- b11. Evaluate a cost analysis, compute the total cost for each alternative location
- b12. Design flow charts, check sheets, pareto charts, scatter diagrams, and histograms in quality measurements
- b13. Interpret the major slacks in supply chains and formulate the approaches to manage them

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Decide on appropriate operational models to analyze problems
- c2. Prove understanding of advanced analytical methods, both theory- and model based.
- c3. Show a deeper understanding of issues of operations in manufacturing and service organizations
- c4. Defend conclusions using operational and economic arguments with proper rigor
- c5. Reason logically and work analytically
- c6. Relate basic and advanced quantitative methods to applied topics.
- c7. Show how to choose an appropriate forecasting method in a particular environment.
- c8. Differentiate the inventory management methodologies and apply the existing models to propose the optimal order sizes.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Work coherently and successfully as a part of a team.
- d2. Work in stressful environment and within constraints.
- d3. Communicate effectively.
- d4. Manage tasks, time, and resources effectively.
- d5. Demonstrate understanding of relevant mathematical and statistical technique

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1-2	<b>Introduction to Production and Operations Management</b> What does POM mean Difference between Production and Operations Difference among operations POM Contributions POM Functions POM Challenges	3	1	a1, a2	b1, b3	c1- c5	d1- d5
3-4	<b>Competitive Operations Strategy &amp; Productivity</b> Operation strategy Definitions Importance of Operation strategy Competitive priorities Factors affecting Operation Strategy Operation strategy Formulation Supplement 1: Productivity	3	1	a3, a4, a5	b1, b3, b6	c1- c5	d1- d5
5-6	<b>Forecasting</b>	3	1	a12		c7	
7	<b>Product and Service Design</b> What does a design mean Objective of designing new products and services What is designed in product and service Phases of product and service design	3	1	a6	b1, b2	c1- c5	d1- d5
8	<b>Midterm</b>						
9	<b>Discussions</b>	3	1				d1 – d5
10	<b>Location and Capacity Planning</b> Importance of location Reasons for location decision Factors affecting location selection	3	1	a10-a12	b8- b11	c1- c5	d1- d5
11	<b>Location and Capacity Planning</b> What does a capacity mean? Factors affecting capacity Steps of capacity planning and control	3	1	a10-a12	b8- b11	c1- c5	d1- d5
12	<b>Supply Chain</b>	3	1	a13	b13		
13	<b>Inventory Management</b>	3	1		b11	c8	
14-15	<b>Final exams</b>						
	<b>G.T.S:</b> General and Transferable Skills <b>I.S:</b> Intellectual Skills			<b>P.P.S. :</b> Practical / Professional Skills <b>K.U. :</b> Knowledge and Understanding			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√			√	√	20%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Stevenson, William J., (2017) Operations Management, 13 <sup>th</sup> edition, McGraw Hill/Irwin
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<ul style="list-style-type: none"> <li>• Heizer, Jay (2016) Principles of Operations Management, 7th edition, Prentice Hall</li> <li>• Nahmias, Stevenson, (2008), Production and Operations Analysis, 6th edition, McGraw Hill/Irwin</li> </ul>
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	<ul style="list-style-type: none"> <li>• Articles from Academic Journals to be provided by the Instructor namely from:</li> <li>• International Journal of Operations and Production Management</li> <li>• International Journal of Advanced Manufacturing Technology</li> <li>• Integrated Manufacturing Systems</li> </ul>

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Emad Elwy Habib
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022



## I. Course Information

Course Code	ACT 201	Course Name	Cost Accounting		
Level	2	Specialization	All Faculty Programs		
Department Offering the Course	Department of Accounting				
Credit Hours	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	3	3	1	-	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
4	3	1	-		
Course Prerequisite(s)	Financial accounting (ACT 102)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course introduces students to the basic concepts of cost accounting. Emphasis is placed on cost terminology, costing systems, cost measurements, cost-volume-profit analysis, accounting for different cost elements (materials, labor, and overhead), and different methods for allocating indirect costs.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4	b4	c1, c6, c8	d5, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

**a. Knowledge and Understanding**

*On completing the course, the student should be able to:*

- a1. Discuss principles of cost accounting.
- a2. Outline a framework for cost accounting and cost management
- a3. Explain why product costs are computed in different ways for different purposes.
- a4. Discuss various methods of cost estimation
- a5. State the main differences in income using the following methods, throughput costing, variable costing, and absorption costing
- a6. Outline main aspects in linear cost function and three common ways in which they behave.
- a7. State three criteria used to evaluate and choose cost drivers
- a8. Identify the features of cost-volume profit (CVP) analysis
- a9. Explain how managers use CVP analysis in decision making
- a10. Explain how to allocate multiple support department costs using the direct method, the step-down method, and the reciprocal method

**b. Intellectual Skills**

*On completing the course, the student should be able to:*

- b1. Differentiate between various forms of cost and what they mean.
- b2. Differentiate variable costs and fixed costs.
- b3. Compare between throughput costing, variable costing and absorption costing
- b4. Prepare Income Statement under absorption costing and variable costing
- b5. Select the appropriate methods to be applied for evaluating inventory.
- b6. Apply six steps in estimating a cost function using quantitative analysis
- b7. Use CVP analysis to plan variable and fixed costs
- b8. Differentiate the single-rate method from the dual-rate method
- b9. Analyze how bundling of products gives rise to revenue allocation issues and the methods used for it.
- b10. Demonstrate how to allocate common costs using the stand-alone method and the incremental method.

**c. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Analyze cost data and their interpretation.
- c2. Apply different methods in using organization's cost for fulfilling business objective.
- c3. Employ cost accounting theories for cost problems.
- c4. Draw reasoned conclusions using data, to solve complicated cost accounting problems.
- c5. Recommend a complete set of modification to the cost accounting systems.
- c6. Apply CVP analysis to a company producing multiple products

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Develop problem solving techniques in determining a solution to cost accounting problems.
- d2. Enable students to communicate effectively when dealing with cost accounting problems.
- d3. Innovate Creative development work techniques in cost Accounting.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1 - 2	An Introduction to Cost - <b>terms and purposes</b>	3	1	a1, a2	b1, b2		
3	An Introduction to Cost – <b>Cost classifications</b>	3	1	a1 - a3	b1, b2	c1,c3	
4	Inventory Costing and Capacity Analysis - <b>Variable costing</b>	3	1	a4 – a6	b3 – b5	c1, c2, c4	d1
5	Inventory Costing and Capacity Analysis – <b>Absorption costing</b>	3	1	a4 – a6	b3 – b5	c1, c2, c4	d1
6	Inventory Costing and Capacity Analysis – <b>Throughput costing</b>	3	1	a4 – a6	b3 – b5	c1, c2, c4	d1
7	Determining how costs behave	3	1	a6, a7	b1, b2, b6	c2	d1, d2
8	<b>Midterm Exams</b>						
9-10	Cost-Volume-Profit Analysis	3	1	a8, a9	b6, b7	c1, c2, c4, c5, c6	d1-d3
11 - 12	Allocation of Support-Department Costs, Common Costs, and Revenues	3	1	a10	b8- b10	c1, c2, c4, c5	d1-d3
13	Problem solving and revision	3	1	a1-a10	b1-b10	c1 – c6	d1-d3
14 - 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam		√	√			8	30%
2	Written Final Exam		√	√			14,15	40%
3	Quizzes		√	√			7,10	15%
4	Assignments		√	√		√		10%
5	Presentations							
6	Individual Projects							
7	Research and Reporting		√	√	√	√		5%
8	Teamwork Projects							
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Horngren's Cost accounting: a managerial emphasis, 17th edition, Srikant M. Datar, Madhav V. Rajan, 2021, Pearson.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		✓
Data-Show	✓	✓		
Laser Pointer				
Internet	✓	✓		✓
Printer				✓
Copier				✓
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Professor. Badr Nabih
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 18/7/2022

## I. Course Information

Course Code	MIS 201	Course Name	Introduction to Management Information Systems		
Level	2	Specialization	All Faculty Programs		
Department Offering the Course	Management Information Systems				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	1	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	-	1		
Course Prerequisite(s)	None				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Apply the principles of effective data management and information retrieval
- Use Knowledge, Skills, practices and competence in the Management Information Systems field to solve management problems, and to support business decisions
- Deal with organizational, managerial, and technology aspects of information systems
- Evaluate the various business information systems and enterprise applications
- Evaluate the information systems strategies to achieve business strategic objectives
- Carry out a self-learning and research in Management Information Systems

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a1, a2, a3, a4, a7	b2, b3, b5	c3, c5, c8, c9	d2, d4, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define the current use of information systems in business.
- a2. Describe the concepts, principles, and theories related to Management Information Systems.
- a3. Determine the organizational, management, and technology dimension of information systems.
- a4. Identify the different types of Enterprise Applications, their functions, structure, and business process types.
- a5. Describe the current developments in information technology practices and trends.
- a6. Explain the information technology infrastructure and services.
- a7. State the information systems development process life cycle.
- a8. Discuss the ethical issues related to Information Systems use

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze different business processes and models.
- b2. Interpret the information needs for various management level.
- b3. Choose solutions for enhancing systems in organizations.
- b4. Suggest management information systems for various types of business to support management decisions in all management levels.
- b5. Apply management information systems strategies to achieve competitive advantages.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Solve management problems using information systems.
- c2. Design information systems for various management disciplines
- c3. Write report on contemporary issues in information systems.
- c4. Present information systems supporting decision making in organization.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others.
- d2. Apply the English language fluency.
- d3. Innovate creative development work techniques.
- d4. Work within group
- d5. Develop intellectual and cognitive self-learning and development skills.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	The Role of Information Systems in Business Today	3		a1	b3		
2	What is an Information system	3	1	a2			
3	Organizational and management dimension of Information Systems	3	1	a3	b2		
4	Technology dimension and Business perspective of Information Systems	3	1	a3			
5	Business Processes and Information systems	3	1	a4	b1	c1, c2	d1, d4
6	Types of Business Information systems	3	1	a4	b4	c1, c2	d1, d4
7	Enterprise Applications & Systems for collaboration and Social business	3	1	a4, a5	b3, b4	c1, c2	d1, d4
8	<b>Mid-term Exams</b>						
9	Information Technology Infrastructure	3	1	a6			
10	Contemporary hardware and software platform trends	3	1	a5	b3	c3,c4	d2,d3
11	Information systems development process life cycle	3	1	a7		c3,c4	d2,d3
12	Using information systems to achieve competitive advantages – Ethical issues in information systems	3	1	a8	b5	c3,c4	d2,d3
13	Revision	3	1				
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			



## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√	√	√	√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14,15	40%
3	Quizzes	√	√	√			7,13	10%
4	Assignments	√		√	√	√	12	5%
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√		√	√	√	12	10%
8	Teamwork Projects							
9	Practical Exam				√			5%
10	(Participations)							
**	<ul style="list-style-type: none"> <li><b>K.U. :</b> Knowledge and Understanding</li> <li><b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S. :</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Laudon, K.C. & Laudon, J.P. (2020). Management Information Systems: Managing the Digital Firm, 16 <sup>th</sup> Edition, Pearson. ISBN: 9780133898163
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop				
Data-Show				
Laser Pointer				
Internet				✓
Printer				✓
Copier				✓
Moodle				
Zoom				
Software Packages		MS-Access		
Laboratories				

- **Course Coordinator:** Dr. Ahmed Sayed
- **Head of The Department:** Dr. Ghada Refaat
- **Date:** 18/7/2022

## I. Course Information

Course Code	MIS 202	Course Name	Introduction to Programming		
Level	2	Specialization	All Faculty Programs		
Department Offering the Course	Management Information Systems				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	3	Theoretical	Tutorial	Practical
			3	-	2
	<i>Contact Hours</i>				
	Contact Hours	5	Theoretical	Tutorial	Practical
			3	-	2
Course Prerequisite(s)	MIS201				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Use Knowledge, Skills, practices, and competence in the Programming of Information Systems to solve management problems.
- Understand the fundamentals of computer programming concepts.
- Carry out a self-learning in Information Systems Programming

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a4, a5	b1, b4	c5, c6, c9	d2, d3, d4, d6, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define and describe the basics of computing hardware, programming languages.
- a2. Discuss the phases of software development life cycle.
- a3. Explain programming logic using algorithms and flowcharts.
- a4. Describe the concepts of control structures, functions, and arrays in programming.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Compare and differentiate between algorithms, methods and techniques used in structured programming.
- b2. Convert algorithm such as flow chart into programming commands.
- b3. Design programs using programming language rules, commands, and operators.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Design algorithmic problem solutions for real life problems
- c2. Write codes using the programming language constructs.
- c3. Apply various software verification and validation techniques.
- c4. Practice on using computer programming basics including control structures, functions, and arrays.
- c5. Practice on using decision and repetition statements.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others.
- d2. Respect teamwork.
- d3. Cope up with different presentations and discussion.
- d4. Innovate creative development work techniques.
- d5. Develop intellectual and cognitive self – learning and development skills.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Course Overview and Syllabus Review	3	-	a1	b1		
2	Introduction to Computing & Programming and Software Development Life Cycle	3	-	a1, a2	b1		
3	Algorithms and Flow Charts (Part 1)	3	2	a2, a3	b1, b2	c1	d1-d4
4	Algorithms and Flow Charts (Part 2)	3	2	a2, a3	b1, b2	c1	d1- d5
5	Data Types, Variables, and Declarations	3	2	a4	b3	c2, c3	d1- d5
6	Input and Output Operations	3	2	a4	b3	c2, c3	d1- d5
7	Variables, data types, and operators	3	2	a4	b3	c2, c3	d1- d5
8	<b>Midterm - Exam</b>						
9	Control Structures: (Part 1) Decisions (if)	3	2	a4	b3	c2- c5	d1- d5
10	Control Structures: (Part 2) Repetition (for , while)	3	2	a4	b3	c2- c5	d1-d4
11	Modular Programming (Functions)	3	2	a4	b3	c2- c5	d1-d4
12	Arrays	3	2	a4	b3	c2- c5	d1-d4
13	Revision	3	2				
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√	√	√	√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14,15	40%
3	Quizzes	√	√	√			7,13	10%
4	Assignments	√	√	√	√	√	12	5%
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√				√	9	5%
8	Teamwork Projects							
9	Practical Exam	√			√			10%
10	Others							
**	<b>K.U. :</b> Knowledge and Understanding <b>I.S. :</b> Intellectual Skills		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S. :</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Deitel and Deitel, "Java How to Program", Pearson, 11th edition <b>2018</b> .
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="https://introcs.cs.princeton.edu/java/home/">https://introcs.cs.princeton.edu/java/home/</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓		✓	
PC/Laptop	✓		✓	
Data-Show			✓	
Laser Pointer			✓	
Internet	✓		✓	✓
Printer				✓
Copier				✓
Moodle	✓		✓	
Zoom				
Software Packages	✓		✓	
Laboratories				

- **Course Coordinator:** Associate professor Ghada Refaat
- **Head of The Department:** Associate professor Ghada Refaat
- **Date:** 18/7/2022

## I. Course Information

Course Code	MKT 201	Course Name	Introduction to Marketing		
Level	2	Specialization	All faculty programs		
Department Offering the Course	business administration department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-		
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-			
Course Prerequisite(s)	MGT 101				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course provides students with the core principles, concepts, and strategies of marketing in the context of current and emerging marketing realities. In addition, it acquaints the students with the opportunity to apply the marketing concepts to practical business situations. The course also, develop the students' abilities in the marketing decision making and the marketing strategy formulation, learn the successful marketing strategies.



### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a3, a4, a7	b2, b5	c2, c6	d1, d2, d3, d5, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define fundamental marketing concepts as well as trends and tasks.
- a2. Explain the importance of being marketing oriented in business practice.
- a3. Describe the role of marketing within contemporary organizations
- a4. State the current trends in the business and marketing environments.
- a5. Identify viable segmentation and targeting approaches for markets.
- a6. Explain a range of common strategies to use with each of the various marketing mix tools: product, pricing, promotion, and distribution
- a7. Discuss the relationship of the elements of the marketing mix and how they will impact a company's marketing strategy.
- a8. Determine various decisions areas within marketing and tools used by marketing managers for making decisions.
- a9. Describe the types of social media and the framework of social media marketing.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the business environment and the key forces which drive and/or restrain marketing success
- b2. Solve Marketing problems using logical thinking.
- b3. Evaluate marketing mix strategies in the application of marketing decisions.
- b4. Interpret consumer buying behavior in various type of buying decisions.
- b5. Choose examples from current events and real-world marketing situations to discuss different marketing strategies.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use their knowledge and skills to assess marketing opportunities.
- c2. Solve marketing problems
- c3. Select appropriate segmentation and targeting strategies in identifying target markets.
- c4. Prepare a complete marketing strategy
- c5. Select appropriate social media strategy.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively with different audiences.
- d2. Develop an appropriate technique to analyze and solve marketing problems.
- d3. Use personal and interpersonal skills appropriate for being an effective member of a marketing team.
- d4. Apply communication skills techniques in Presentations and discussion

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1-2	Introduction to Marketing Marketing: Creating Customer Value and Engagement	3	-	a1, a2, a3, a7, a8	b3, b4, b5		d1
3	Analyzing the marketing environment	3	-	a1, a2, a4	b1, b2, b3, b5	c1, c2, c4	d1
4	Consumer Market and Buyer Behavior	3	-	a1, a2, a8	b3, c5		d1
5-6	Customer driven marketing strategy: Segmentation, and targeting and positioning	3	-	a1, a5	b3	c1, c2, c3, c5	d1, d2
7	Product, services, and brands	3	-	a1, a4, a6, a7, a8	b3	c1, c2, c4, c5	d1, d2
8	<b>Mid-term Exams</b>						
9-10	Pricing	3	-	a1, a4, a6, a7, a8	b1, b2, b4, b5	c1, c2, c4, c5, c6	d1, d2
11	Marketing Channels (place )	3	-	a1, a4, a6, a7, a8	b1, b2, b4, b5	c1, c2, c4, c5	d1, d2
12	Promotion	3	-	a1, a4, a6, a7, a8	b1, b2, b4, b5	c1, c2, c4, c5	d1, d2
12	Social and mobile marketing	3	-	a1, a4, a6, a7, a8, a9	b1-b5	c1, c2, c4, c5	d1, d2
13	Presentation of projects	3	-				d1, d2, d3
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>K.U.</b> : Knowledge and Understanding</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.</b> : Practical / Professional Skills</li> <li>• <b>G.T.S:</b> General and Transferable Skills</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				5%
4	Assignments	√		√	√	√		5%
5	Presentations	√				√		5%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√	√	13	15%
9	Practical Exam							
10	(Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U. :</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S. :</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Kotler, P. Armstrong, G.. 2016. Principles of Marketing. Sixteenth Edition. Harlow, Pearson
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Grewal, D.& Levy,M.(2019) Marketing . Sixth edition., Mc Graw Hill.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			
Data-Show	√			
Laser Pointer				
Internet	√			√
Printer	√			√
Copier				√
Moodle	√			
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Naglaa Diaa
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	<b>SAT 201</b>	<b>Course Name</b>	<b>Advanced Statistics</b>		
<b>Level</b>	<b>2</b>	<b>Specialization</b>	<b>All Faculty programs</b>		
<b>Department Offering the Course</b>	<b>Business Administration</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>1</b>	<b>-</b>	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
<b>Course Prerequisite(s)</b>	<b>Business Statistics (SAT 101)</b>				
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Demonstrate knowledge and understanding of statistical inference and its role in the analysis of business and economics problems.
- Apply basic statistical techniques such as statistical estimation, statistical hypothesis testing, multiple regression analysis and time series analysis using the statistical package Minitab, which is a core component of this course.
- Demonstrate the ability to reason and develop evidence-based decisions using numerical information.
- Communicate statistical findings clearly and appreciate the relevance of statistics to contemporary society.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4,	b1, b4	c3, c4, c6, c9	d4, d5, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define key inferential concepts to have a critical insight into the appropriateness of statistical techniques.
- a2. Explain what is meant by the terms null and alternative hypotheses, type I and type II errors, test statistic, level of significance, and p-value.
- a3. Explain what is meant by a contingency (or two-way) table.
- a4. Outline the basic concepts of analysis of variance.
- a5. Outline the assumptions and limitations of statistical models.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Apply basic tests for the one-sample and two-sample situations and apply test for paired data.
- b2. Build models to make predictions, draw conclusions, check whether the results are reasonable, and find optimal results using technology where necessary and appropriate.
- b3. Demonstrate an understanding of the nature of statistical reasoning including the ability to prove simple results and/or make statistical inferences.
- b4. Demonstrate the ability to use statistics to solve problems and determine if the solutions are reasonable.
- b5. Apply chi-square test to test the independence of two classification criteria.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use the statistical package as platform for statistical computing.
- c2. Interpret technical results of the investigation in reports and oral presentations.
- c3. Design surveys and manage and exploit databases.
- c4. Demonstrate ability to gather information, brainstorming, evaluate each option and determining the best alternative.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Demonstrate ability to work with figures, make calculations, understand graphs, charts and simple statistics and outline important numerical information and trends.
- d2. Demonstrate ability to research, analyze and critically evaluate information presented in the media and society.
- d3. Demonstrate ability to work with others
- d4. Demonstrate ability to use problem solving tools such as

- Processing data
- Making choices and decisions
- Interpretation of statistics
- Developing a model
- Analyzing data and drawing conclusions

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.S	I.S	P.P.S.	G.T.S
1	<b>Introduction to Hypothesis Testing:</b> Null and alternative hypotheses, One-Tailed and Two-Tailed Tests, Type I and Type 2 errors and Level of Significance.	3	1	a1, a2	b3-b4	c1-c4	
2	<b>Inferences from One- Sample:</b> Tests on the population mean.	3	1	a1- a3	b1, b3, b4	c1-c4	d1-d4
3	<b>Inferences from One- Sample:</b> Test on a population proportion.	3	1	a1- a3	b1, b3, b4	c1-c4	d1-d4
4-5	<b>Inferences from Two- Samples:</b> Independent and dependent samples.	3	1	a2, a3	b1, b3, b4	c1-c4	d1-d4
6	<b>Inferences from Two- Samples:</b> Testing differences between means.	3	1	a2, a3	b1, b3, b4	c1-c4	d1-d4
7	<b>Inferences from Two- Samples:</b> Testing differences between two proportions.	3	1	a2, a3	b1, b3, b4	c1-c4	d1-d4
8	<b>Mid-term Exams</b>						
9-10	<b>Analysis of Variance:</b> Basic concepts of analysis of variance, One-way analysis of variance, Multiple comparison procedure.	3	1	a1, a4	b3, b4	c1-c4	d1-d4
11	<b>Testing Independence:</b> r by c: contingency tables, Chi-square distribution, Chi-square test.	3	1	a1, a3	b5	c1-c4	d1-d4
12	<b>The Multiple Regression Model:</b> Statistical inference for multiple regression model, Coefficient of determination and its interpretation, Variable selection using stepwise regression.	3	1	a1-a5	b2	c1-c4	d1-d4
13	<b>Revision</b>						
14-15	<b>Final Exam</b>						
	<b>G.T.S:</b> General and Transferable Skills <b>I.S:</b> Intellectual Skills			<b>P.P.S. :</b> Practical / Professional Skills <b>K.U. :</b> Knowledge and Understanding			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√		2,6,10,12	20%	
4	Assignments	√		√	√		10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	(Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U. :</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S. :</b> General and Transferable Skills</li> </ul>					



## IX. References

<b>Essential Textbooks</b>	Williams, Sweeney, Anderson, contemporary Business Statistics, 2011, 8th edition, Pearson.
<b>Course Notes</b>	Handouts: Worked Examples
<b>Extra Recommended Books</b>	<ul style="list-style-type: none"> <li>- <b>Statistics.</b></li> <li>- McClave and Sincich, 2003, 9th edition, Prentice-Hall.</li> <li>- <b>Elementary Statistics.</b></li> <li>- Bluman, 2001, 4th edition, McGraw-Hill.</li> <li>- <b>Business Statistics: A Decision Making Approach.</b></li> <li>- Groebner, Shannan, Fry, and Smith, 2011, 8th edition, Pearson.</li> </ul>
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet				
Printer				
Copier				
Moodle	✓	✓		
Zoom				
Software Packages	✓	✓	✓	
Laboratories	✓	✓	✓	

- **Course Coordinator:** Dr. Mohamed Ismaiel
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	ECN 201	Course Name	Money and Banking		
Level	2	Specialization	All faculty programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	3	Theoretical 3	Tutorial 1	Practical -
	<i>Contact Hours</i>				
	Total Contact Hours	4	Theoretical 3	Tutorial 1	Practical -
Course Prerequisite(s)	ECN 102				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

This course aims at discussing the importance of money and banking to economic activity on both the national and international level through investigating the relationship between money and banking and Macroeconomic theory

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a3, a4	b4	c6	d1, d2, d3, d4, d5, d6, d7, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline functions of financial markets and how it affects macroeconomic goals.
- a2. Describe the different types of financial intermediaries and its role in stabilizing the economy
- a3. Discuss the main functions of money
- a4. Illustrate the main functions of central banks and commercial banks
- a5. Explain the general principles of bank management
- a6. Define what is meant by money supply explaining the main players in money supply process.
- a7. Discuss the factors that affect monetary base and money supply
- a8. Define the theories of the demand for money (classical and Keynesian theories and Milton Friedman`s reformulation of the quantity theory of money)
- a9. Differentiate between conventional and non – conventional monetary policy tools
- a10. Compare and contrast the difference between tools and goals of monetary policy

#### a. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Explain the evolution of money payment systems.
- b2. Demonstrate different classifications of Monetary aggregates and how it is used to measure money supply
- b3. Illustrate how payment system developed over time
- b4. Examine how banks maximize their profits
- b5. Use liquidity management principle to explain how banks can manage any shortfall in reserves.
- b6. Evaluate the role of Central Banks in controlling money supply.
- b7. Criticize simple multiplier model and derive the formula for multiple deposit creation
- b8. Present empirical evidence on how the demand for money is affected by changes in interest rates and the level of income
- b9. Discuss the role of non – conventional monetary tools in absorbing financial crisis.
- b10. Demonstrate how central banks and achieve macroeconomic goals.
- b11. Choose the best monetary tool for different macroeconomic goals.
- b12. Evaluate the role of monetary policy during financial crisis.

#### b. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Investigate monetary policy actions and their impact on the economy.
- c2. Criticize central bank decisions during crisis.
- c.3 Use both qualitative and quantitative skills in solving economic problems.

- c4. Contribute to decision making by acquiring important skills in numeracy, literacy, and information processing.  
 c5. Evaluate monetary policy applied during different financial crisis

**c. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively.  
 d2. Acquire analytical reasoning skills, numeric and clear effective communication skills.  
 d3. Manage tasks, time, and resources effectively.  
 d4. Enhance creative and critical thinking.  
 d5. Work under pressure and as part of a team  
 d6. Develop their research writing and presentation skills

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1-2	<b>Chapter 1:</b> Introduction to the course: Role of financial Intermediaries <b>Chapter 3:</b> What is money? main functions and evolution of payment system <i>Extra Reading:</i> E – payment system	3	1	a1- a3	b1	-	d1 – d6
3 - 4	<b>Chapter 9:</b> Banking and management of financial institutions. <i>Extra Readings:</i> CB and Commercial banks: Main functions	3	1	a4, a5	b2- b5	-	d1 – d6
5 – 6	<b>Chapter 14:</b> The Money supply process <i>Extra Reading:</i> Money Supply in Egypt	3	1	a6, a7	b6, b7	c3, c4	d1 – d6
7	<b>Chapter 19:</b> The classical & Keynesian View of Money: Money Demand in Classical Theory	1		a8	b8		
8	<b>Midterm</b>						
9-10	<b>Chapter 19:</b> The classical & Keynesian View of Money: Money Demand in Keynesian Theory	3	1	a8	b8	c1, c2	d1 – d6
11	<b>Chapter 15:</b> Tools of monetary policy: conventional tools Vs. quantitative and credit easing.	3	1	a9, a10	b9, b10		d1 – d6
12	<b>Chapter 16:</b> The conduct of monetary policy: strategies and tactics.	1	-	a9, a10	b11, b12	c1, c2	d1 – d6
13	Case Study Discussions + Revision	1					d1 – d6
13-14	<b>Final Exams</b>						
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S:</b> General and Transferable Skills</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14 - 15	40%
3	Quizzes	√	√	√			7	10%
4	Assignments							
5	Presentations	√				√	13	10%
6	Individual Projects							
7	Research and Reporting	√			√	√	2- 6	10%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U. :</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S. :</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Mishkin, F. S. (2021). The Economics of Money, Banking and Financial Markets (13th ed.) Essex: Pearson.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Brandl, M. (2016). Money, Banking, Financial Markets, and Institutions. <b>Cengage Learning.</b>
<b>Online Web Sites</b>	1- Central Bank of Egypt <a href="http://www.cbe.org.eg/en/Pages/default.aspx">http://www.cbe.org.eg/en/Pages/default.aspx</a> 2- International Monetary Fund <a href="https://www.imf.org/external/index.htm">https://www.imf.org/external/index.htm</a> 3- Egyptian Knowledge Bank <a href="https://www.ekb.eg/ar">https://www.ekb.eg/ar</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓			
Internet	✓	✓		✓
Printer				✓
Copier				✓
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Doaa Ayman
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	HRM 201	Course Name	Introduction to Human Resource Management		
Level	2	Specialization	All Faculty programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	3	Theoretical	Tutorial	Practical
			3	-	-
	<i>Contact Hours</i>				
	Contact Hours	3	Theoretical	Tutorial	Practical
			3	-	-
Course Prerequisite(s)	Introduction to Management - MGT 101				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

The main aim of this course is to provide the students with fundamental concepts and academic platform for Human Resources management. Therefore, the course examines the role of the Human Resources professional as a strategic partner in managing today's organizations with an in-depth study of the key functions.

### III. Program ILOs Covered by the Course

#### Program ILOs Covered by the Course

Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a3, a4	b1, b2	c1, c10	d1, d2, d3, d7, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define the functions and concepts of human resource management.
- a2. Identify human resource strategy.
- a3. Describe job analysis and talent management process.
- a4. Explain procedures personal planning and recruiting.
- a5. Identify testing and selecting methods for interviewing candidates for retaining employees.
- a6. Describe training and development techniques.
- a7. Determine the appropriate performance appraisal.
- a8. Discuss strategic pay plans for attaining employee rights in the organization.
- a9. Describe the concept and techniques for international human resource management.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate the human resource function and strategies.
- b2. Interpret job analysis and concepts for talent management process.
- b3. Choose the key procedures in recruitment and selection.
- b4. Analyze selection and interview techniques.
- b5. Suggest training and development methods.
- b6. Compare various forms of performance appraisal.
- b7. Design pay plans for increasing retention and engagement of employees.
- b8. Apply the concepts of global staffing

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Apply contemporary HR practices
- c2. Examine HR career cheers.
- c3. Analyze retention tools.
- c4. Practice strategic pay plans.



**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate in small groups.
- d2. Lead a team-building activity discuss how collaboration hindered or helped the team to be successful.
- d3. Manage time effectively.
- d4. Develop presentation skills

**V. Course Matrix Content**

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Chapter 1: Introduction to HRM	3	-	a1			d1-d3
2	Chapter 2: Human Resource Management Strategy and Analysis	3	-	a2	b1		d1-d3
3	Chapter 3: Job Analysis and the Talent Management Process	3	-	a3	b2	c1	d1-d3
4	Chapter 4: Personnel Planning, Recruiting and Selection	3	-	a4	b3	c1	d1-d3
5	Chapter 5: Employee testing and selection and Interviewing candidates	3	-	a5	b4	c1	d1-d3
6	Chapter 6: Training and Developing employees	3	-	a6	b5	c2	d1-d3
7	Chapter 7: Performance Management and Appraisal	3	-	a7	b6	c2	d1-d3
8	<b>Midterm exams</b>						
9-10	Chapter 8: Employee Retention, Engagement and Careers	3	-	a6	b7	c3	d1-d3
11	Chapter 9: Establishing Strategic Pay Plans	3	-	a8	b7	c4	d1-d3
12	Chapter 10: Global HR to international staffing	3		a9	b8		d1-d3
13	Revision						
14 – 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• G.T.S: General and Transferable Skills</li> <li>• I.S: Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• K.U. :Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14 – 15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√			√	√	20%	
9	Practical Exam							
10	(Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U. :</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S. :</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Hook, Caroline, and Andrew Jenkins, Introducing Human Resource Management. 8th ed. (2019).
<b>Course Notes</b>	Handouts: Worked Examples Power points uploaded on the Moodle
<b>Extra Recommended Books</b>	Dessler, G. Fundamentals of Human Resource Management (4 <sup>th</sup> Edition, Person).
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			√
Data-Show	√			
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√			
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Safwat El - Sharkawy
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	MGT 401	Course Name	Strategic Management		
Level	4	Specialization	All Faculty programs		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Introduction to Management - MGT 101				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course focuses on corporate and divisional plan formulation and implementation. The course will acquaint the students with knowledge and skills to understand the process of strategic decision making and organizational change.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a3	b2, b3, b5, b6	c2, c3, c8	d2, d3, d7, d8, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline the process of forming, formulating, implementing and evaluating business strategies
- a2. Explain the basic concepts of strategy Formulation.
- a3. Describe the practices of strategy Implementation
- a4. Discuss the company vision and mission statement and their importance for effectiveness of organization.
- a5. Define Business level strategy.
- a6. Identify external and internal forces affect organization.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze corporate business level strategies
- b2. Interpret the analytical modeling of scenario planning
- b3. Differentiate the different types of strategy in the organization
- b4. Evaluate the external and internal environment of the organization
- b5. Compare between strategic analysis (SWOT) for internal and external environment and (PEST) analysis for external environment.
- b6. Interpret various strategic options available to the organization.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Present the practical and integrative model of strategic management process that defines basic activities in strategic management
- c2. Examine challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
- c3. Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
- c4. Design a strategic plan that operationalizes the goals and objectives of the firm

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Use critical analysis and synthesis in solving complex multidisciplinary scientific and research work in the field of strategic management
- d2. Develop programs and procedures in order to achieve organizational goals.
- d3. Solve practical business problems in the field of strategic management

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U. S	I.S	P.P.S.	G.T. S
1	The nature of strategic management, Strategic Management Model	3	1	a1, a4	-	c1, c4	d1, d2, d3
2	Environmental Scanning The external Factors.	3	1	a6	b4,b5	c2,c3	d1, d3
3	Environmental Scanning The internal Factors.	3	1	a6	b4,b5	c2, c3	d1 ,d2
4	Strategies in action	3	1	a1,a2,a3, a5	b1, b2, b3,b6	c2,c4	d1 – d3
5	Effective strategy formulation (Vision / Mission / Objectives/Strategy/Policy).	3	1	a1,a2, a4	b1, b3,b6	c1, c2,c4	d2
6	Strategy analysis and choice	3	1	a1,a2,a3	b1, b2,b3	c2,c3,c4	d1,d2
7	Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues	3	1	a1,a3,a5	b2,b3	c3, c4	d1 – d3
8	<b>Mid-term Exams</b>						
9	Case Analysis	3	1		b1 – b6		
10	Strategy Review, Evaluation and Control	3	1	a1,a5	b6	c2	d3
11	Global / International Issues	3	1		b6	c3	
12	Business Planning	3	1		b2, b6		
13	Revision	3	1			c1 – c4	d1 – d3
14-15	<b>Final exams</b>						
**	<b>G.T.S:</b> General and Transferable Skills <b>I.S:</b> Intellectual Skills			<b>P.P.S. :</b> Practical / Professional Skills <b>K.U. :</b> Knowledge and Understanding			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected	Course ILOs Covered by Method (By ILO Code)				Weeks (No.)	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments	√		√	√	√	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√			√	√	10%	
9	Practical Exam							
10	(Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U. :</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S. :</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<ul style="list-style-type: none"> <li>Arthur A. Thompson, Jr. and A. J. Strickland, Strategic Management, Concepts and cases, 15<sup>th</sup> edition</li> <li>Thomas L. Wheelen and J. David Hunger, Strategic Management and Business Policy, Eighth Edition, Prentice Hall</li> </ul>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<ul style="list-style-type: none"> <li>Fred R. David, Strategic Management Arab world edition</li> </ul>
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- Course Coordinator:** Associate Professor Ahmed Azmy
- Head of The Department:** Associate Professor Ahmed Azmy
- Date:** 18/7/2022



## I. Course Information

Course Code	MGT 402	Course Name	Feasibility study																																
Level	4	Specialization	All Faculty Programs																																
Department Offering the Course	Business Administration																																		
Credit Hours	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td colspan="2" style="text-align: center;">-</td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td colspan="2" style="text-align: center;">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		3	3	1	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		4	3	1	-	
<i>Credit Hours</i>																																			
Total Credit Hours	Theoretical	Tutorial	Practical																																
3	3	1	-																																
<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
4	3	1	-																																
Course Prerequisite(s)	ECN101/MGT101																																		
Approval Date Of course Specification	18/7/2022																																		

## II. Overall Aims of the Course

The objective of the course is to provide students with the skills to run any investment project such as establishing a new project, expansion of existing project, replacements of major machinery and equipment, and elaborate the purpose and contents of the main studies that make up the feasibility study which are: the marketing study, the technical study, and the financial study

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a5, a6, a7	b4, b5,b6	c2, c3, c8, c10	d1, d2, d3, d5, d6, d7, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline critical social and environmental issues concerning investing in projects and tools for their analysis.
- a2. Explain how government and other different business organizations use feasibility study to evaluate any investment proposal
- a3. Identify and compare the investment opportunities of different projects.
- a4. Relate key aspects of monitoring and evaluation of project design and management.
- a5. Explain feasibility study phases
- a6. List main demand forecasting techniques considering their limitations and constraints.
- a7. State the steps for preparing market study
- a8. Discuss how technical study can affect the investment decision.
- a9. Outline the main financial techniques used to prepare financial study
- a10. Describe the national impact of the project on the economy

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Identify the importance of conducting a feasibility study prior to any major investment project such as establishing a new project, expansion of existing project, and replacements of major machinery and equipment.
- b2. Relate decisions concerning projects to the wider micro and macroeconomic policy analysis
- b3. Estimate market demand using different demand forecasting technique
- b4. Prepare market research study
- b5. Use different financial techniques to estimate the cost of starting the business
- b6. Link concept of capital structure with firm decisions of finance.
- b7. Link technical studies to demand and market studies.
- b8. Relate scenario analysis to decision making
- b9. Prepare final report.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Prepare a research project on appraising investment decisions.
- c2. Appraise financial statements.
- c3. Formulate financial analysis of projects.
- c4. Demonstrate the ability to apply different market, financial and technical studies on new

service or product.

c5. Write final report that help investors to take their final decision,

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Experience with conceptual frameworks effective for problem solving and decision making.
- d2. Acquire analytical reasoning skills, numeric and clear effective communication skills.
- d3. Test the ability of students to work under pressure and as part of a team.
- d4. Communicate effectively with others
- d5. Retrieve different management, financial, and economic terminologies
- d6. Develop their report writing skills
- d7. Improve their presentation skills

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S
1	What is meant by economic planning & project evaluation	3	1	a1 – a5	b1, b2		
2 – 3	Demand forecasting techniques	3	1	a5, a6	b3	c1 – c5	d1-d7
4 – 5	Marketing analysis	3	1	a7	b4	c1 – c5	d1-d7
6	Technical analysis	3	1	a8	b7	c1 – c5	d1-d7
7	Economic analysis	3	1	a2 – a5	b7	c1 – c5	d1-d7
8	Mid-term Exams						
9 – 11	Financial study	3	1	a9	b5, b6	c1 – c5	d1-d7
12	Scenario analysis and Investment Appraisal	3	1	a10	b8		
13	<b>Group Presentation</b>	3	1				d7
14-15	<b>Final Exam</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<b>P.P.S. :</b> Practical / Professional Skills <b>K.U. :</b> Knowledge and Understanding			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving	√	√	√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Weeks(s)	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				5%
4	Assignments							
5	Presentations	√				√		5%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√		√	√	√		20%
9	Practical Exam							
10	Others (Participations)							
	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Tang, s. L. (2004) <i>Economic Feasibility of Projects: Managerial and Engineering Practice</i> . McGraw – Hill Book Company  UNIDO (1979) <i>Guide to Practical Project Appraisal: Social Benefit Cost Analysis in Developing Countries</i> . New York: United Nations
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Dinwiddy, Caroline & Teal, Francis (1996) <i>Principles of Cost Benefit Analysis for Developing Countries</i> . Cambridge University Press.  Behrens, W. & Hawranek, P.M. (1991) <i>Manual for the Preparation of Industrial Feasibility Studies</i> . Vienna: UNIDO
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Professor Doaa Salman
- **Head of The Department:** Associate professor Ahmed Azmy
- **Date:** 18/7/2022

# Finance Course Specifications

## I. Course Information

<b>Course Code</b>	<b>MAT 301</b>	<b>Course Name</b>	<b>Insurance and Risk Management</b>		
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Finance</b>		
<b>Department Offering the Course</b>	<b>Business Administration</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
	<i>Contact Hours</i>				
	<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
<b>Course Prerequisite(s)</b>	<b>Introduction to Business Mathematics (MAT 101)</b>				
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

Identify various types of risks and methods of handling such risks. Present risk management process. Analyze different insurance contracts and insurance industry's institutional features Recognize the need for and the use of property and liability insurance in financial planning. Explain the need for life and death insurance policies, different uses, characteristics, and types and methods of calculating premiums.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a5, a10	b5, b7, b10	c3, c4, c5, c8	d1, d2, d4

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able*

- a1. Explain the meaning of risk and the different types of risks
- a2. List the five steps of risk management process.
- a3. Outline different risk handling techniques.
- a4. Specify the main feature of insurance industry and the role of insurance towards financial development and stabilization.
- a5. Identify the difference between financial and legal definition of insurance
- a6. State the requirements for legal insurance contract and the main parts of any insurance contract.
- a7. Discuss the importance of marketing and underwriters in insurance operations.
- a8. Define gambling
- a9. Discuss how insurance and gambling are different
- a10. Demonstrate the concept of life insurance and life tables.
- a11. Determine the different types of insurance policies and calculating premiums of life insurance.

#### b. Intellectual Skills

*On completing the course, the student should be able*

- b1. Illustrate why insurance consumers are not well informed about insurance market
- b2. Analyze the difference between insurance and hedging techniques
- b3. Calculate insurance premiums.
- b4. Evaluate the insurance contracts from legal and financial perspectives.
- b5. Demonstrate insurance operation framework before and after selling insurance policy.
- b6. Use reinsurance concept in explaining its role in preventing bankruptcy for some insurance firms.
- b7. Assess the role of reinsurance in supporting insurance operations in catastrophic events.
- b8. Select the best insurance policy that can minimize the identified risk.
- b9. Explain how current trends and global events lead to the development of new insurance policies.
- b10. Demonstrate employment and individual risk management, its importance, and methods of calculating premiums in life insurance.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*



- c1. Use different problem-solving techniques and scientific thinking.
- c2. Prepare risk management plan that suits different organizations.
- c3. Choose the best risk handling techniques that minimize business risks.
- c4. Use real world examples to understand how insurance contracts are different based on risk being insured.
- c5. Discuss different risks related to job
- c6. Link the concepts of moral hazards to life and property insurance.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively in a group
- d2. Manage tasks, time, and resources effectively.
- d3. Participating in group discussions and take responsibility of their own self learning
- d4. Develop report writing skills and calculus skills.

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1 – 2	-Introduction to Risk Management: Defining and classifying Risks. Risk management steps Risk handling techniques Benefits and costs of insurance	3	1	a1 – a4		c1, c2	d1 – d3
3	-Fundamentals and terminologies of risk and insurance.	3	1	a5	b1	c1, c2	d1 – d3
4 – 5	-Insurance Premium: methods and calculations: The probability of loss	3	1		b2, b3	c1	d1 – d3
6 – 7	-Analysis of Insurance contracts: - Requirements for legal enforcement -Main parts of insurance contracts.	3	1	a6	b4		d1 – d3
8	Discussions and problem solving	3	1	a1 – a6	b1 – b4	c1, c2	d1 – d3
9	<b>Mid-term Exams</b>						
10	Insurance operations: Marketing, underwriting and administration	3	1	a7	b5	c3 – c6	d1 – d3
11	Reassurance: Basic concepts, Importance, types and operations, and the concept of gambling.	3	1	a8, a9	b6, b7	c3 – c6	d1 – d3
12	life insurance, and life tables	3	1	a10	b8, b9	c3 – c6	d1 – d3
13	Life insurance and calculating premiums.	3	1	a11	b10	c3 – c6	d1 – d4
14 –15	<b>Final exams</b>						
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

### VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (ByILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			30%	
2	Written Final Exam	√	√	√			40%	
3	Quizzes	√	√	√	√		15%	
4	Assignments	√	√	√	√	√	5%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√		√	√	√	5%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√				√	5%	
**	<b>K.U.:</b> Knowledge and Understanding <b>I.S.:</b> Intellectual Skills			<b>P.P.S.:</b> Practical / Professional Skills <b>G.T.S.:</b> General and Transferable Skills				

### IX. References:

<b>Essential Textbooks</b>	Emmett j. Vaughan and Therese m. Vaughan (2020). "Fundamentals of Risk and insurance", eleventh edition. John Wiley & Sons
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Mark S. Dorfman, Introduction to Risk Management and Insurance, 9th Edition, 2008
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Mohamed Abdallah
- **Head of the Department:** Ass. Prof Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	<b>FIN 301</b>	Course Name	<b>Corporate Finance (2)</b>		
Level	<b>3</b>	Specialization	<b>Finance</b>		
Department Offering the Course	<b>Business Administration</b>				
Credit Hours	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
Course Prerequisite(s)	<b>Corporate Finance (FIN 201)</b>				
Approval Date Of course Specification	<b>7/9/2020</b>				

## II. Overall Aims of the Course

This course is one of the obligatory courses in Finance major. This module will deal with advanced topics in Financial Management. The decision-making in corporations and different institutions include the investments and financing decisions in both the long-term and the short-term. For long-term investment decisions, different techniques for capital budgeting, cost of capital, leverage, capital structure and dividends policy will be discussed. On the other hand, short term financial decisions will relate to working capital and current assets management topics.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a12, a13	b4, b6, b9, b10, b11	c6, c11, c14	d4, d5, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Identify the meaning and fundamentals of risk, return, and risk preferences.
- a2. Describe procedures for assessing and measuring the risk of both a single asset and a portfolio.
- a3. Discuss the concept of diversification.
- a4. Explain the capital asset pricing model (CAPM), its relationship to the security market line (SML), and the major forces causing shifts in the SML.
- a5. Define the basic concept and sources of capital associated with the cost of capital.
- a6. Recognize the capital budgeting process and the various categories of capital projects.
- a7. Outline the three major cash flow components.
- a8. Define leverage, business risk, sales risk, operating risk and financial risk
- a9. Discuss working capital management, net working capital and the related trade-off between profitability and risk.
- a10. Outline inventory management; differing views and common techniques
- a11. Identify cash payout procedures, their tax treatment, and the role of dividend reinvestment plans.
- a12. Explain the differences between stock splits and stock dividends.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Measure the expected return, the standard deviation and the coefficient of variation of different assets
- b2. Assess the return and the risk of individual assets and portfolios.
- b3. Calculate the cost of debt using the approximation formula, cost of preferred stock and the cost of equity capital using the capital asset pricing model approach and the dividend discount model approach.
- b4. Interpret the beta and the weighted average cost of capital (WACC) for a project.
- b5. Calculate Net present value (NPV), internal rate of return (IRR), payback period and profitability index (PI) of a single capital project
- b6. Evaluate the initial investment, the relevant operating cash inflows and the terminal cash flow associated with a proposed capital expenditure.
- b7. Analyze the effect of financial leverage on a company's net income and return on equity.
- b8. Interpret the operating breakeven quantity of sales

- b9. Measure the degree of operating leverage, the degree of financial leverage and the degree of total leverage
- b10. Contrast the aggressive and conservative funding strategies.
- b11. Calculate the operating and cash conversion cycles.
- b12. Determine the economic order quantity under different situations.
- b13. Compute cash dividends and stock dividends

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Choose the best asset based on its risk and return
- c2. Construct efficient portfolios that earn highest return relative to risk.
- c3. Assess the long-term investments acceptability based on their cost of capital.
- c4. Contrast the NPV decision rule to the IRR decision rule when evaluating independent and mutually exclusive projects.
- c5. Apply different techniques to choose best project among different investment alternatives.
- c6. Analyze the effect of financial leverage on a company's net income and return on equity.
- c7. Explore the tradeoff between profitability and risk.
- c8. Report the key strategies for managing the cash conversion cycle.
- c9. Recognize the factors affecting dividend policy.
- c10. Analyze the effect on the equity accounts under stock split and stock dividend.
- c11. Evaluate the three basic types of dividend policies

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Develop models to take investment decisions
- d3. Use the Internet to acquire relevant financial information



## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction on Financial Decision Making in Corporations	3	1	a1 – a4	b1, b2		
2	<b>Chapter 8:</b> Risk and Return	3	1	a1 – a4	b1, b2	c1, c2	d1 – d3
3	<b>Chapter 9:</b> Cost of Capital	3	1	a5	b3, b4	c3	d1 – d3
4	<b>Chapter 10:</b> Capital Budgeting Techniques	3	1	a6	b5	c4	d1 – d3
5	Applications on risk & return, cost of capital and capital budgeting techniques.	3	1	a1 – a6	b1 – b5	c1- c4	d1 – d3
6 – 7	<b>Chapter 11:</b> Capital Budgeting Cash Flows.	3	1	a7	b6	c5	d1 – d3
8	<b>Chapter 13:</b> Leverage and Capital Structure	3	1	a8	b7, b8, b9	c6	d1 – d3
9	<b>Mid-term Exams</b>						
10	<b>Chapter 13:</b> Leverage and Capital Structure	3	1	a8	b7, b8, b9	c6	d1 – d3
11	<b>Chapter 15:</b> Working capital and Current Assets Management	3	1	a9, a10	b10, b11, b12	c7, c8	d1 – d3
12	<b>Chapter 14:</b> Dividend Policy	3	1	a11, a12	b13	c9- c11	d1 – d3
13	Solving case studies on leverage, working capital and dividend policy	3	1	a8 – a12	b7 – b13	c6 – c11	d1 – d3
12 - 13							
14-15	<b>Final exams</b>						
<b>Total teaching weeks 12</b>							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>	<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	% Marks	
			K.U.	I.S.	P.P.S	G.T. S			
1	Midterm Exam (s)	√	√	√			9	30%	
2	Final Exam	√	√	√			14 -15	40%	
3	Quizzes	√	√	√			6 - 11	10%	
4	Assignments	√	√	√	√	√	3-5-6-10-12	10%	
5	Presentations								
6	Individual Projects – Coursera								
7	Research and Reporting								
8	Teamwork Projects								
9	Practical Exam								
10	Others (Participations)	√				√		10%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Gitman, L. and Zutter C. Principles of Managerial Finance. (15 <sup>th</sup> Edition).
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Essentials of Corporate Finance, Ross
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://www.investopedia.com">www.investopedia.com</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				
Copier				
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Marwa EL Maghawry
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I Course Information

Course Code	FIN 303	Course Name	Investment and Portfolio Management																																
Level	3	Specialization	Finance																																
Department Offering the Course	Business Administration																																		
Credit Hours	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> </thead> <tbody> <tr> <td>3</td> <td>3</td> <td>-</td> <td colspan="2">-</td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> <tr> <td>4</td> <td>3</td> <td>1</td> <td colspan="2">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		3	3	-	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		4	3	1	-	
<i>Credit Hours</i>																																			
Total Credit Hours	Theoretical	Tutorial	Practical																																
3	3	-	-																																
<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
4	3	1	-																																
Course Prerequisite(s)	Corporate Finance (FIN 201)																																		
Approval Date Of course Specification	18/7/2022																																		

## II. Overall Aims of the Course

The objective of the course is to study theory and empirical evidence relevant to portfolio management. An emphasis is placed on understanding how an investment professional would allocate funds in a hypothetical portfolio.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a10, a12, a18	b8, b10	c11, c12, c14, c15, c17, c19	d4, d5, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define investment and the factors that contribute to the rate of returns which the investors require on alternative investments.
- a2. Describe the steps in the portfolio management process.
- a3. Explore the meaning of risk aversion and the evidence that indicates that investors are generally risk averse.
- a4. Explain the selection of an optimal portfolio, given an investor's utility (or risk aversion) and the capital allocation line.
- a5. Define the capital market theory and how does it extend Markowitz portfolio theory.
- a6. Discuss the CAPM assumptions and the impact of relaxing these assumptions.
- a7. Recognize the Arbitrage pricing theory, its strengths and weaknesses.
- a8. Determine the value of bonds, preferred stocks and common stocks.
- a9. List the approaches to the valuation of common stocks.
- a10. Specify the performance measured techniques.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between the types of risks that increase the uncertainty of the asset's rate of return.
- b2. Compute historical and expected returns, as well as risk measures.
- b3. Assess the standard deviation, covariance of returns and the coefficient of variation for stocks.
- b4. Calculate beta coefficient for stocks.
- b5. Compare between the estimated intrinsic value of an investment with its prevailing market price to take a decision.
- b6. Evaluate the fair value of stocks and bonds.
- b7. Estimate the major inputs to the stock valuation models.
- b8. Calculate the Sharp ratio, Treynor ratio, Jensen's Alpha and information ratio to measure the portfolio performance.

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Report the macroeconomics & microeconomics factors that contribute to change in the required rates of return for investment.
- c2. Explore the reason of selecting different portfolios from set of portfolios on the efficient frontier by different investors.
- c3. Interpret the minimum- variance and efficient frontiers of risky assets.
- c4. Differentiate between systematic and systemic risk.
- c5. Recognize the CAPM assumptions and the impact of relaxing these assets.
- c6. Estimate the expected risk premium of a security of portfolio using multi-factor models.
- c7. Apply the dividend discount model, the present value of operating cash flow technique and the present value of free cash flow to equity technique to the valuation of a firm in addition to the relative valuation approach.
- c8. Interpret the logic of the three- step (top-down) approach.
- c9. Recommend the appropriate approach to the valuation of common stock.
- c10. Estimate the firm's future growth based on history.
- c11. Evaluate how well portfolios of securities are diversified.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Develop models to take an investment decision
- d3. Use both qualitative methods and problem-solving tools on individual and corporate levels
- d4. Implement creative, innovative, and continuous Investment techniques
- d5. Participate in continuous professional development and lifelong learning through developing intellectual and cognitive skills.

## V. Course Matrix Content

Week	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	<b>Chapter 1:</b> An overview of the investment Process Measures of Risk and Return	3	1	a1, a2	b1	c1	d1 – d4
2	<b>Chapter 9:</b> Determinants of required rates of return Relationship between Risk and Return	3	1	a3, a4	b2	c1	d1 – d4
3 – 4	<b>Chapter 7:</b> An introduction to portfolio Management: Markowitz Portfolio Theory	3	1	a5	b3	c2, c3	d1 – d4
5 – 6	<b>Chapter 8:</b> An introduction to Asset Pricing Models	3	1	a6	b3, b4	c4, c5	d1 – d4
7	<b>Chapter 9:</b> Multifactor Models of Risk and Return	3	1	a7	b3, b4	c6	d1 – d4
8	<b>Case Study Discussion + Revision</b>			a1 – a7	b1 – b4	c1 – c6	d1 – d4
9	<b>Midterm Exam</b>						
10 – 11	<b>Chapter 11:</b> Security Valuation Principles	3	1	a8 – a9	b5, b6, b7	c7, c8, c9, c10	d1, d2, d3
11 – 12	<b>Chapter 25:</b> Evaluation of Portfolio Performance	3	1	a9 – a10	b6		d1 – d4
13 – 14	<b>Final exams</b>						
<b>Total teaching weeks 12</b>							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>	<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>					



## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected	Course ILOs Covered by Method (By ILO Code)				Week (s) No.	Mark %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Midterm Exam (s)	√	√	√			9	30%
2	Final Exam	√	√	√			14 -15	40%
3	Quizzes	√	√	√			6 – 11	20%
4	Assignments	√	√	√	√	√	2-4-6-8-10-11-12	10%
5	Presentations	√			√	√		5%
6	Individual Projects (Stock rider website*)							
7	Research and Reporting							

8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√				√		5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

\* Use Stock rider site and compose a portfolio trading, rebalancing and evaluate the profit by the end of semester

## IX. References

<b>Essential Textbooks</b>	Analysis of Investments and Management of Portfolios. Brown & Reilly. 10 <sup>th</sup> edition
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Fundamentals of investing, Gitman
<b>Online Web Sites</b>	www.ekb.eg <a href="http://www.investopedia.com">www.investopedia.com</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓			
Internet	✓			
Printer				
Copier				
Moodle	✓	✓		✓
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Heba Soror
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	<b>FIN 302</b>	<b>Course Name</b>	<b>Bank Management</b>																																
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Finance</b>																																
<b>Department Offering the Course</b>	<b>Business Administration</b>																																		
<b>Credit Hours</b>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> </thead> <tbody> <tr> <td>3</td> <td>3</td> <td>-</td> <td colspan="2">-</td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> <tr> <td>4</td> <td>3</td> <td>1</td> <td colspan="2">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		3	3	-	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		4	3	1	-	
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Contact Hours	Theoretical	Tutorial	Practical																																
4	3	1	-																																
<b>Course Prerequisite(s)</b>	<b>Introduction to Accounting (ACT 101)</b>																																		
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>																																		

## II. Overall Aims of the Course

This course enables the student to understand chartering new financial-service institutions and establishing branches, ATMs, telephone services, and Web Sites. The students should be able to understand the financial statements, liquidity management, loans and discounts, interest rates, credit analysis, the types of deposit accounts offered, pricing deposit services, types of business loans and their pricing.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a11, a14, a15, a17	b4, b7, b9, b10	c6, c11, c12, c19	d1, d4, d5, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Explain how the commercial banks integrate into the overall financial system.
- a2. Identify modern banking services and products.
- a3. Discuss issues covering the monitoring, regulation, structure, conduct and performance of depository financial institutions.
- a4. Comprehend an understanding of the financial statements published by modern commercial banks
- a5. Describe the return on equity model and measures used in evaluating the performance of depository financial institutions.
- a6. Recognize different strategies of modern banking organization.
- a7. Explain different causes and consequences of various issues, events and crises caused by or effect on depository institutions.
- a8. Discuss the corporate governance rules and principles that govern the banking sector

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the role of depository financial institutions as a sub-system of the whole financial sector.
- b2. Compare different commercial banking services with those delivered by different depository and non-depository financial institutions, and its relative importance as an income source for these commercial banks.
- b3. Evaluate the different consequences of a given financial regulation/policy on the functions of depository financial institutions.
- b4. Interpret financial information for depository financial institutions.
- b5. Calculated profitability ratios of the given financial statements of commercial banks
- b6. Relate the performance of given commercial bank against its historical performance, or the competitor's performance, with industry performance benchmark.
- b7. Assess pros. and cons. for different organization strategies for commercial banks
- b8. Analyze causes and consequences of a given issues, events, crises facing depository financial institutions.

#### c. Practical / Professional Skills

***On completing the course, the student should be able to:***

- c1. Practice the empirical foundations upon which practices in depository financial institutions are based and the factors that influence decision making within these contexts.
- c2. Apply quantitative techniques and tool to evaluate the performance of commercial banks.
- c3. Evaluate given depository financial institution's performance against its historical performance and/or the competitor performance.
- c4. Exploiting the common conceptual framework outlined in the course (finance theory and managerial theory) to be able to understand and analyses the modern depository financial institution in a changing world of technology, IC and markets

**d. General and Transferable Skills**

***On completing the course, the student should be able to:***

- d1. Develop self-learning practices
- d2. Communicate effectively and clearly in written and oral formats
- d3. Develop independent study and carry out research.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	LS	P.P.S.	G.T.S
1	Introduction to Banking System	3		a1	b1	c1, c4	d2, d3
2	Banking Services	3		a2	b2	c1, c4	d2, d3
3	Financial Regulations	3		a3	b3	c4	d2, d3
4	Financial Statements – Bank's Assets	3	1	a4	b4	c1, c4	d2, d3
5	Financial Statements – Bank's Liabilities and equity	3	1	a4	b4	c1, c4	d2, d3
6 – 7	Financial Statements – Bank's Income Statement	3	1	a4	b4	c1, c4	d2, d3
8	Discussions			a1 – a4	b1 – b4	c1 – c4	d2, d3
9	Mid-term Exams						
8	Banking Performance Evaluation: Return to Equity Model I	3	1	a5	b5, b6	c1, c2, c3	d2, d3
9	Banking Performance Evaluation: Return to Equity Model II	3	1	a5	b5, b6	c1, c2, c3	d2, d3
10	Banking Performance Evaluation: Return to Equity Model III	3	1	a5	b5, b6	c1, c2, c3	d2, d3
11	Strategies of Banking Organization	3		a6	b7	c1, c4	d2, d3
12	Good Governance in Banking Industry - Case Study: Financial Crisis - Causes	3		a7, a8	b8	c1, c4	d2, d3

13	Good Governance in Banking Industry - Case Study: Financial Crisis Consequences	3	a7, a8	b8	c1, c4	d2, d3
14	Final exams					
15	Final exams					
<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> <b>Knowledge</b> and Understanding</li> </ul>			

## VI. Teaching and Learning Methods and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s)	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			30%	
2	Written Final Exam	√	√	√			40%	
3	Quizzes	√	√	√			20%	
4	Assignments	√	√	√		√	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting (self-learning)							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## IX. References

<b>Essential Textbooks</b>	Peter S. Rose, Sylvia C. Hudgins (2013). " <i>Bank Management &amp; Financial Services</i> ", 9th Edition, McGraw-Hill, U.S.A.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Timothy W. Koch, S. Scott MacDonald (2015). " <i>Bank Management</i> ", Eighth Edition, Cengage Learning, U.S.A.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Marwa EL Maghawry
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022



## I. Course Information

Course Code	FIN 304	Course Name	Financial Institutions		
Level	3	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3			
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3				
Course Prerequisite(s)	Introduction to Management (MGT 101) Corporate Finance 1 (FIN 201)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

This course focus on the importance of Central Banks in terms of increase/ decrease of money supply through open market, reserves and discount rates approaches. Interest rates and their changes affecting bond prices are used to render the student more conscious about the financial institutions environment. The second part of this course explains mainly the economic role of money markets and general characteristics of money market instruments. The course also includes description of mortgage, equity and derivatives markets.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a10, a12	b7, b8, b10	c5, c19	d3, d6,d9,d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline the main features and characteristics of financial institutions
- a2. Differentiate between depository institutions and non-depository institutions
- a3. Discuss the importance of financial institutions in promoting economic development.
- a4. Differentiate types of securities firms and investment banks
- a5. List the main participants in money markets
- a6. Discuss main features and types of money market instruments.
- a7. Explain the challenges face non – depository institutions in emerging countries
- a8. State the mean features of Fintech companies.
- a9. Identify different features and regulatory framework related to international financial institutions
- a10. Explain different type of financial institution risk

#### b. Intellectual Skills

---

*On completing the course, the student should be able to:*

- b1. Conduct a comparative analysis between different non – depository institutions
- b2. Evaluate the impact of Fintech companies on the traditional financial institutions.
- b3. List the different types of securities firms and investment banks.
- b4. Use the main regulators of securities firms and investment banks
- b5. List the main participants in money markets
- b6. Differentiate among the major assets and liabilities held by securities firms
- b7. Evaluate the performance of international financial institutions in different countries.

**c. Practical / Professional Skills**

---

*On completing the course, the student should be able to:*

- c1. Examine how and why the mutual fund industry has grown through time.
- c2. Distinguish between long-term mutual funds and money market mutual funds.
- c3. Criticize the performance of non – depository institutions in emerging markets.
- c4. Use a credit-scoring model

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d3. Develop oral and written communication and writing skills.
- d4. Participate in group discussions and respect the reasoned view of others.
- d5. Enhance creative and critical thinking.
- d6. Work under pressure

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)**			
		Theoretical	Practical	K.U.	LS	P.P.S.	G. T. S
1	Introduction to financial institutions	3	1	a1, a2, a3			d2
2	Money Markets	3	1	a1, a2, a3			d2
3	Money Markets	3	1	a1, a2,a3	b1		d2, d3
4	Savings Institutions, Credit Unions, and Finance Companies	3	1	a4	b3 – b6	c1, c2	d1 – d4
5	Savings Institutions, Credit Unions, and Finance Companies	3	1	a4, a5, a6	b3 – b6	c1, c2	d1 – d4
6	Securities Firms and Investment Banks	3	1	a7	b3 – b6		d1 – d4
7	Securities Firms and Investment Banks	3	1	a8	b1, b2	c3, c4	d1 – d4
8	Revision	3		a8	b1, b2	c3, c4	d1 – d4
9	Mid-term Exams	1					
10	Investment company	3	1	a8, a9	b1, b2	c3, c4	d1 – d4
11-12	Types of Risks	3	1	a10	b7		d1 – d4
13	Group presentation	3					d1- d4
14 – 15	Final exams	2					
<b>Total Number of Teaching Weeks :12</b>							

## VI. Teaching and Learning Methods and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Marks %	
			K.U.	I.S.	P.P.S.	G.T.S			
1	Written Midterm Exam	✓	✓	✓			9	30%	
2	Written Final Exam	✓	✓	✓			14 – 15	40%	
3	Quizzes	✓	✓	✓			4 - 12	15%	
4	Assignments	✓	✓	✓	✓	✓	6, 11	5%	
5	Presentations								
6	Individual Projects								
7	Research and Reporting	✓	✓	✓	✓	✓	12 - 13	10%	
8	Teamwork Projects								
9	Practical Exam								
10	Others (Participations)								
**	<ul style="list-style-type: none"> <li>• <b>K.U.</b> :Knowledge and Understanding</li> <li>• <b>I.S.</b> :Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.</b> : General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Financial Markets and Institutions, sixth Edition. 2015, Saunders and Cornett
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Fabozzi, F. J., Modigliani, F., & Ferri, M. G. (1994). <i>Foundations of financial markets and institutions</i> . 3 <sup>rd</sup> edition, Pearson Education.  Johnson, H. (2000). <i>Global financial institutions and markets</i> . Wiley
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√	√	√	
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√	√	√	√
Zoom	√	√	√	
Software Packages			√	
Laboratories				

- **Course Coordinator:** Dr Heba Srour
- **Head of The Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	<b>FIN 305</b>	<b>Course Name</b>	<b>Financial Markets</b>		
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Finance</b>		
<b>Department Offering the Course</b>	<b>Business Administration</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
<b>Course Prerequisite(s)</b>	<b>Corporate Finance 1 (FIN 201)</b>				
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

This course is designed to introduce students to the structure, operation, and regulation of modern financial markets. Well-functioning financial markets are essential for the effective allocation and employment of capital. It will consider the mechanisms that have evolved in the equity and debt markets to facilitate this allocation. Students will learn how the money market provides debt claims for short-term money management, how the equity and bond markets provide issuers with long-term financing, how newly created financial assets are introduced through the primary market, and how electronic and floor-based equity markets differ

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a10, a12, a16	b9, b11	c12, c16, c17, c19	d4, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss how the financial markets integrate into the overall economic system.
- a2. Identify the main differences between primary and secondary markets.
- a3. Describe objectives of market regulation.
- a4. Discuss the different types of markets include equities, fixed income, derivatives, and alternative investments.
- a5. Explore the major types of securities, currencies, contracts, commodities, and real assets that trade in organized markets, including their distinguishing characteristics and major subtypes.
- a6. Define market order
- a7. Comprehend an understanding of security market index and the types of the indexes.
- a8. Describe market efficiency and related concepts, including their importance to investment practitioners.
- a9. Explain different causes and consequences of various issues, events and crises in the world of finance

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Contrast between primary markets and secondary markets.
- b2. Distinguish the characteristics and major subtypes of the financial markets.
- b3. Compute the rate of return for different types of orders.
- b4. Calculate the rate of return on a margin transaction, and the security price at which the investor would receive a margin call.
- b5. Calculate the value, price return, and total return of an index.
- b6. Differentiate between the three forms of the efficient market hypothesis.
- b7. Analyze causes and consequences of a given issues, events, crises facing financial markets.
- b8. Link financial crisis to the performance of financial markets.



**c. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Practice the empirical foundations upon which practices in financial institutions and markets are based and the factors that influence decision making within these contexts.
- c2. Interpret how securities, contracts, and currencies are traded in quote-driven, order-driven, and brokered markets.
- c3. Execute different types of orders
- c4. Interpret the value, price return, and total return of an index
- c5. Contrast weak-form, semi-strong-form, and strong-form market efficiency.
- c6. Use lessons learned from previous financial crisis to different institutional reforms that must be adopted to mitigate its adverse effects and prevent reoccurrence.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Acquire analytical reasoning skills, numeric and clear effective communication skills.
- d3. Manage tasks, time, and resources effectively.
- d4. Develop presentation skills.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	LS	P.P.S.	G.T.S
1 – 2	Financial Markets: - Types and Regulations - Primary & secondary Markets	3	1	a1, a2, a3	b1	c1	d1 – d3
3 - 4	Financial Markets Structure and Types	3	1	a4, a5	b2	c2	d1 – d3
5 – 6	Market Orders	3	1	a6	b3, b4	c3	d1 – d3
7	The Stock Market indices	3	1	a7	b5	c4	d1 – d3
8	The Bond Market indices	3	1	a7	b5	c4	d1 – d3
9	<b>Midterm exam</b>						
10 - 11	Efficient Capital Markets	3	1	a8	b6	c5	d1 – d3
12	Case Study: Financial Crisis - Causes	3	1	a9	b7, b8	c6	d1 –d3
13	Case Study: Financial Crisis - Consequences	3	1	a9	b7, b8	c6	d1 –d3
14 – 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>LS:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	% Marks	
			K.U.	I.S.	P.P.S.	G.T.S.			
1	Midterm Exam (s)	✓	✓	✓			9	30%	
2	Final Exam	✓	✓	✓			14 - 15	40%	
3	Quizzes	✓	✓	✓			4 - 12	10%	
4	Assignments	✓	✓	✓	✓	✓	10	10%	
5	Presentations								
6	Individual Projects								
7	Research and Reporting	✓			✓	✓		5%	
8	Teamwork Projects								
9	Practical Exam								
10	Others	✓				✓		5%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<p>Thalassinos, E., Pintea, M., &amp; Ratiu, P. I. (2015). The Recent Financial Crisis and Its Impact on the Performance Indicators of Selected Countries during the Crisis Period: A Reply.</p> <p>Fredric S. Mishikan, The Economics of Money, Banking, and Financial Market (10<sup>th</sup> ed.) Update edition, 2013.</p> <p><b>Frank J., and Franco M., (2003). Capital Markets, Institutions and Instruments. Third edition, Pearson.</b></p> <p><a href="https://www.academia.edu/22160549/Security_Market_Indexes_Chapter_5">https://www.academia.edu/22160549/Security_Market_Indexes_Chapter_5</a></p>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<p>Ibrahim Onour, The Global Financial Crisis and Equity Markets in Middle East Oil Exporting Countries, 2009.</p> <p>Available at <a href="http://www.arabapi.org/images/publication/pdfs/295/295_wps1009.pdf">http://www.arabapi.org/images/publication/pdfs/295/295_wps1009.pdf</a></p>

	Larry Harris, Trading and Exchanges: Market Microstructure for Practitioners, Library of Congress, 2003
<b>Online Sites</b>	<b>Web</b> <a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓			
Printer				
Copier				
Moodle	✓	✓	✓	
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Mohamed Samir
- **Head of The Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	FIN 401	Course Name	Financial Statements Analysis	
Level	4	Specialization	Finance	
Department Offering the Course	Business Administration Department			
Credit Hours	<i>Credit Hours</i>			
	Total Credit Hours	Theoretical	Tutorial	Practical
	3	3		-
	<i>Contact Hours</i>			
Total Hours	Theoretical	Tutorial	Practical	
4	3	1	-	
Course Prerequisite(s)	Introduction to Accounting (ACT 101), Corporate Finance 2 (FIN 301)			
Approval Date of Course Specification	18/7/2022			

## II. Overall Aims of the Course

This course emphasizes the fundamental techniques of financial statements analysis. Building upon core accounting and investment concepts, the course covers the financial performance analysis, including ratio analysis and interpretation of financial accounting information including the balance sheet, income statement, and statement of cash flows. The course is designed to prepare students to effectively analyze, interpret, and evaluate an entity's financial statements and related information. The course will also expose students to future trends in financial reporting, both national and international.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a5, a6, a7, a11	b1, b5, b7, b10	c3, c4, c6, c7, c8, c10, c11, c12, c13, c18, c19, c20	d1, d4, d5, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Examine the roles of financial reporting and financial statement analysis
- a2. Describe the roles of the statement of financial position, statement of comprehensive income and statement of cash flows in evaluating a company's performance and financial position.
- a3. Identify the importance of financial statement notes and supplementary information - including disclosures of accounting policies, methods, and estimates - and management's commentary.
- a4. List the limitations of Ratio analysis.
- a5. Describe the steps in the financial statement analysis framework.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate a company's financial performance using time series analysis and cross-sectional analysis.
- b2. Calculate and interpret liquidity and Solvency ratios.
- b3. Assess corporate governance mechanisms.
- b4. Use Activity and Efficiency Ratios to interpret firm performances.
- b5. Analyze firm's financial and operating Risks.
- b6. Compute profitability, market and growth Ratio's profitability and opportunities.
- b7. Assess effects of changes in DuPont Analysis components.
- b8. Measure Z – Score to assess the firm's financial distress position.

**c. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Apply different financial techniques to analyze, interpret, and evaluate an entity's financial statements and related information. overall firm financial performance.
- c2. Demonstrate the application of DuPont analysis of return on equity.
- c3. Write financial Reports.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d7. Communicate effectively.
- d8. Manage Excel Spreadsheets in the financial analysis.
- d9. Use the Internet to acquire relevant financial information
- d10. Use PowerPoint software to present the firms analysis.

## V. Course Matrix Content

Week	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	<b>Review on Financial Statements:</b> statement of financial position and statement of comprehensive income	3	1	a1,a2	b1		d1,d3
2	Review the statement of cash flows to identify the sources and uses of cash during a period and explains the change in the company's cash balance reported on the balance sheet.	3	1	a2			d1,d3
3	<b>Introduction to Financial Analysis + Liquidity Analysis.</b>	3	1	a3,a4,a5	b1,b2	c1	d1,d3
4	<b>Activity and Efficiency Ratios + Corporate Governance</b>	3	1		b3,b4	c1	d1,d3
5	<b>Risk analysis:</b> Operating and Financial Risks	3	1		b5	c1	d1,d3
6	<b>Comprehensive Case Study using Excel</b>	3	1	a1-a5	b1-b5	c1	d1,d3
7	<b>Discussion of Real Case Example</b>	3	1	a1-a5	b1-b5	c1	d1,d3
8	<b>Profitability analysis</b>	3	1		b6,b7	c1,c2	d1,d3
9	<b>Mid-term Exams</b>	3	1				

10	Market and growth Analysis	3	1		b6	c1	d1,d3
11	Financial Distress ( Z Score)	3	1		b8	c1	d1,d3
11	Writing a report	3	1	a1-a5	b1-b8	c3	d1,d3
12	Projects presentations (Report Delivery Due date)	3	1	a1-a5	b1-b8	C3	d4
13	Projects presentations	3	1	a1-a5	b1-b8	C3	d4
14-15	Final exams						
Total teaching weeks 12							
**	<ul style="list-style-type: none"> <li>K.U.: Knowledge and Understanding</li> <li>I.S. : Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>P.P.S.: Practical / Professional Skills</li> <li>G.T.S.: General and Transferable Skills</li> </ul>				

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			



## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark s %	
			K.U.	I.S.	P.P.S.	G.T.S.			
1	Midterm Exam (s)	✓		✓		✓	9	30%	
2	Final Exam	✓	✓	✓	✓	✓	14 -15	40%	
3	Quizzes	✓	✓	✓	✓	✓	8	20%	
4	Assignments								
5	Presentations								
6	Individual Projects	✓	✓	✓	✓	✓		10%	
7	Research and Reporting								
8	Teamwork Projects								
9	Practical Exam								
10	Self - learning								
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Financial Statement Analysis, John J. Wild, K. R Subramanyam, 11ed, 2015
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Financial Statement Analysis and Security Valuation, Stephen Penman, 5ed, 2012
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://www.investopedia.com">www.investopedia.com</a>
<b>others</b>	none

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√	√	√	
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√	√	√	√
Zoom	√	√	√	
Software Packages			√	
Laboratories				

**Course Coordinator:** Dr. Marwa EL Maghawry

**Head of the Department:** Dr. Ahmed Azmy

**Date:** 18/7/2022

## I. Course Information

Course Code	FIN 402	Course Name	International Finance		
Level	4	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3			
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1			
Course Prerequisite(s)	Corporate finance 2 (FIN 301)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

This course focuses on international financial decisions. Financial problems corporations resulting from operating in an international environment will be analyzed. Major topics covered are corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a1, a2, a4, a10, a16	b1, b2, b4, b7, b8, b10, b11	c3, c12, c17, c19	d2, d5, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Describe the key theories that justify international business.
- a2. Recognize the management goal and organizational structure of the multinational corporations.
- a3. Identify how the equilibrium exchange rate is determined.
- a4. Explain how financial institutions attempt to capitalize on anticipated exchange rate movements.
- a5. Discuss the conditions that will result in various forms of international arbitrage and the realignments that will occur in response.
- a6. Recognize the Purchasing Power Parity theory and the International Fisher Effect theory and their implications for exchange rate exchanges.
- a7. Demonstrate how multinational capital budget applied to determine whether an international project should be implemented.
- a8. Explain how all international projects can be assessed.
- a9. Identify the common factors used by multinational corporations to measure country risk.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Interpret the valuation model of multinational corporations.
  - b2. Speculate on expected exchange rates movement.
  - b3. Assess Volatility of Exchange rate movements.
  - b4. Examine factors that affect the equilibrium exchange rate.
  - b5. Effect theory and the theory of Interest Rate Parity.
  - b6. Measure the exchange rate movements.
  - b7. Calculate profits from capitalizing on different discrepancies that occur within the foreign exchange market.
  - b8. Compare the Purchasing Power Parity theory, the International Fisher.
- b8. Evaluate the expected spot rate and the forward rate according to PPP and IFE theories.

- b9. Calculate the Net present value (NPV) for a multinational project.
- b10. Compute the country risk.

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Design a model for valuing the multinational corporations.
- c2. Present the common methods used to conduct international business.
- c3. Examine the factors that affect the demand and supply schedules.
- c4. Forecast whether a currency will appreciate or depreciate against another currency over time.
- c5. Use the speculation process to make profits.
- c6. Choose from the arbitrage opportunities that may arise to generate profits.
- c7. Analyze the factors that affect the process of estimating a foreign project's net present value.
- c8. Use the country risk rating for decision making.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d11. Communicate effectively.
- d12. Develop models to take an investment decision
- d13. Use the Internet to acquire relevant financial information

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)**			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Ch. 1: Introduction to International Finance	3	1	a1, a2	b1	C1, C2	d1 - ,d3
2 – 3	Ch. 4: The Determination of Exchange Rates	3	1	a3, a4	b2, b3,b4	C3,C4, C5	d1- d3
4-5	Ch.7: International Arbitrage - Interest Rate Parity	3	1	a5	b5, b6	C6	d1 - d3
6	Ch. 8: Purchasing Power Parity, International Fisher Effect	3	1	a6	b7,b8	C6	d1 - d3
7	Ch. 8: Comparison of the IRP, PPP and IFE using the three theories to calculate the expected spot rate	3	1	a5,a6	b7,b8	C6	d1-d3
8	Solving cases on Potential arbitrage opportunities, PPP and IFE	3	1	a1-a6	b2 – b8	C1-C6	d1-d3
9	<b>Mid-term Exams</b>	2					
10 – 11	Ch. 14: International Capital Budgeting	3	1	a7,a8	b9	C7	d1-d3
12 – 13	Ch. 16: Country Risk Analysis	3	1	a9	b10	C8	d1-d3
14 – 15	Final exams	2					
Total teaching weeks 12							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S. :</b> General and Transferable Skills</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S	G.T.S		
1	Written Midterm Exam	✓	✓	✓	✓	✓	9	30%
2	Written Final Exam	✓	✓	✓	✓	✓	14-15	40%
3	Quizzes		✓	✓	✓	✓	6-11	10%
4	Assignments		✓	✓	✓	✓	1-3-7-8-10	10%
5	Presentations	✓				✓	13	5%
6	Individual Projects							
7	Research and Reporting	✓				✓	12	5%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## IX. References

<b>Essential Textbooks</b>	International Corporate Finance, Madura, 2012 11 <sup>th</sup> edition
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	International Financial Management, Hodrick 2 <sup>nd</sup> edition
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>



## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	√	√	√	
Data-Show				
Laser Pointer				
Internet	√			
Printer				√
Copier				√
Moodle	√	√	√	√
Zoom	√	√	√	
Software Packages			√	
Laboratories				

- **Course Coordinator:** Dr. Marwa El Maghawry
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	GFI 402	Course Name	Graduation Project		
Level	4	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	2	1	-		
Course Prerequisite(s)	Research Methodology (REM 101) Advanced statistics (SAT 201) Corporate finance 2 (FIN 301) Financial Markets (FIN 305)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

Students will be able to identify the needs of the surrounding community based on literature gaps and current regional and international trends. Create academic proposal and research paper. Recognize how to write the literature review in an academic way and how to define the literature gap. and how to develop hypothesis and methodology that suit their research objectives.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a6, a8	b7, b10	c3, c17	d1, d2, d3, d7, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline steps needed to create academic research proposals.
- a2. Recognize contemporary topics related to finance.
- a3. Identify the purpose and importance of good literature review
- a4. Explain how research questions, objectives, and hypothesis are designed.
- a5. Identify different methodologies used in different empirical research
- a6. State the different reference styles
- a7. Discuss research ethics and importance of plagiarism report

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Examine the ability to critically analyse and construct new ideas that are applicable to be empirically tested.
- b2. Link the literature review with the research gap.
- b3. Formulate research questions, objectives, and hypothesis
- b4. Design research conceptual and empirical frameworks
- b5. Choose the best methodology to test the research hypothesis.
- b6. Use one of the references styles in writing the research in – text citations and references

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Critically evaluate current research.
- c2. propose possible alternate directions for future work
- c3. Apply academic knowledge in a respective field of research and sharpen the chosen idea or topic using that knowledge.
- c4. Prepare research proposal in an academic style.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Manage tasks, time, and resources effectively.
- d2. Use scientific writing tools.
- d3. Acquire analytical reasoning skills and clear effective communication skills.
- d4. Work under pressure and as part of a team.
- d5. Enhance their writing skills
- d6. Develop their presentation skills

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1 - 2	Reviewing recent and needed trends in finance: Ideas generations and topic chosen	3	1	a1, a2, a3	b1, b2	c1 – c4	d1 – d5
3 - 4	Introduction and Literature review: why the topic is important & Identifying literature gaps	3	1.5	a3, a4, a8	b1, b2, b6	c1 – c4	d1 – d5
5	Developing research questions and objectives	3	1.5	a4	b3	c1 – c4	d1 – d5
6 – 7	Follow up: First round of proposals for discussions and rework			a1 – a7	b1 – b3	c1 – c4	d1 – d5
8	Developing research main hypothesis and sub – hypothesis	3	1.5	a1 – a7	b3	c1 – c4	d1 – d5
9	Mid – term	not applicable					
10	Research Methodology: how to choose best empirical model that fit research objective			a5	b4, b5	c1 – c4	d1 – d5
11	In - text citations and references: APA style			a8	b6	c1 – c4	d1 – d5
12 - 13	Follow up: Second round of proposals for discussions and rework	3	1.5	a1 – a7	b1 – b6	c1 – c4	d1 – d5
14 - 15	Group presentations			a1 – a7	b1 – b6		d1 – d6
		<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

N o.	Assessment Method	Method Selected	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark s %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)							
2	Final Exam							
3	Quizzes							
4	Assignments							
5	Presentations	✓			✓	✓	25 %	
6	Individual Projects							
7	Research and Reporting	✓	✓	✓	✓	✓	75%	
8	Teamwork Projects	✓	✓	✓	✓	✓		
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Writing a research proposal – A Mini Book
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Punch, K. F. (2013), Introduction to Social Research: Qualitative and Quantitative Approaches, London, Sage Publications.
<b>Online Web Sites</b>	1- Egyptian stock market listed companies: <a href="https://www.egx.com.eg/en/ListedStocks.aspx">https://www.egx.com.eg/en/ListedStocks.aspx</a> 2- CAPMAS: <a href="https://www.capmas.gov.eg/">https://www.capmas.gov.eg/</a> 3- World Bank: <a href="https://www.worldbank.org/">https://www.worldbank.org/</a> 4- International Monetary Fund: <a href="https://www.imf.org/extern">https://www.imf.org/extern</a> Egyptian Knowledge Bank: <a href="https://www.ekb.eg/ar">https://www.ekb.eg/ar</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓			
Printer	✓	✓		
Copier				
Moodle	✓	✓	✓	✓
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Heba Srour
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	GFI 402	Course Name	Graduation Project (2)		
Level	4	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	2	2	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	2	1	-		
Course Prerequisite(s)	Graduation project (1) (GFI 401)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

### Upon completion of this course, students will be able to:

Students will be able to differentiate between qualitative and quantitative research methodology. Recognize different types of data collection methods. Examine different econometric statistical methods for data analysis. Identifying the suitable model for each case study. Teach students how to use STATA software program in analyzing the data. Interpret statistical results and link it with financial theories.



### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a6, a8, a13, a18	b9, b10	c3, c11, c12, c18, c19, c20	d1, d2, d3, d6, d7

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Outline different types of data.
- a2. Recognize different data collection sources and methods.
- a3. Identify various ways of conducting quantitative and qualitative research.
- a4. Recognize the need to combine more than one quantitative method for the purpose of a more comprehensive research.
- a5. State assumptions under which different models are used.
- a6. Identify the suitable model for each case study.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Choose the appropriate technique to apply research methodology.
- b2. Design a questionnaire based on scientific method
- b3. Differentiate between time series (VAR and ARIMA) and panel data models considering conditions and assumptions of using such models b3..
- b4. Interpret, explain, and evaluate the results of STATA software
- b5. Relate the statistical results to research hypothesis.
- b6. Write the research in an academic way.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use STATA software program to estimate different statistical models.
- c2. Interpret statistical results.
- c3. Formulate policy recommendations on the economic and corporation levels.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Manage tasks, time, and resources effectively.
- d2. Acquire analytical reasoning skills and clear effective communication skills.
- d3. Work under pressure and as part of a team.
- d4. Develop research writing skills
- d5. Improve presentation skills.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1 – 2	Types of data and data collection methods	3	1	a1, a2	b1,		d1 – d4
3	Choosing best statistical method: Software packages vs. questionnaires.	3	1	a3, a4	b1, b2,	c1 – c2	d1 – d4
4 – 5	Time series Models (VAR and ARIMA) models	3	1	a5, a6	b1, b2, b3	c1 – c2	d1 – d4
6 – 7	Panel data models: fixed Vs. random models.	3	1	a5, a6	b1, b2, b3	c1 – c2	d1 – d4
8	Introduction to STATA software: commands, tables, and graphs.	3	1		b4, b4	c1 – c2	d1 – d4
9	Midterm Exams	Not applicable					
10 – 11	Descriptive statistics and data analysis: discussion of student's statistical results and rework	3	1		b4, b5, b6	c1 – c2	d1 – d4
12	Conclusion and policy recommendations	3	1		b4, b5, b6	c1 – c3	d1 – d4
13	Final Submissions and preparing presentation tips.	3	1				d1 – d5
14 - 15	Group presentations						
		<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark s %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)							
2	Final Exam							
3	Quizzes							
4	Assignments							
5	Presentations	√		√	√		25 %	
6	Individual Projects							
7	Research and Reporting	√	√	√	√		75%	
8	Teamwork Projects	√	√	√	√			
9	Practical Exam							

10	Others (Participations)							
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## IX. References

<b>Essential Textbooks</b>	Writing a research proposal – A Mini Book
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Punch, K. F. (2013), Introduction to Social Research: Qualitative and Quantitative Approaches, London, Sage Publications.
<b>Online Web Sites</b>	1- Egyptian stock market listed companies: <a href="https://www.egx.com.eg/en/ListedStocks.aspx">https://www.egx.com.eg/en/ListedStocks.aspx</a> 2- CAPMAS: <a href="https://www.capmas.gov.eg/">https://www.capmas.gov.eg/</a> 3- World Bank: <a href="https://www.worldbank.org/">https://www.worldbank.org/</a> 4- International Monetary Fund: <a href="https://www.imf.org/extern">https://www.imf.org/extern</a> Egyptian Knowledge Bank: <a href="https://www.ekb.eg/ar">https://www.ekb.eg/ar</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓			
Printer				
Copier				
McGraw-Hill Connect				
Moodle	✓	✓	✓	✓
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Doaa Ayman
- **Head of The Department:** Dr. Ahmed Azmy
- **Date:** 18/7/2022

**Department  
Major Electives**

## I. Course Information

<b>Course Code</b>	<b>MGT 301</b>	<b>Course Name</b>	<b>Negotiation Management</b>																																
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>All faculty Programs</b>																																
<b>Department Offering the Course</b>	<b>Business Administration</b>																																		
<b>Credit Hours</b>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th><b>Total Credit Hours</b></th> <th><b>Theoretical</b></th> <th><b>Tutorial</b></th> <th colspan="2"><b>Practical</b></th> </tr> </thead> <tbody> <tr> <td><b>3</b></td> <td><b>3</b></td> <td><b>-</b></td> <td colspan="2"><b>-</b></td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th><b>Contact Hours</b></th> <th><b>Theoretical</b></th> <th><b>Tutorial</b></th> <th colspan="2"><b>Practical</b></th> </tr> <tr> <td><b>3</b></td> <td><b>3</b></td> <td><b>-</b></td> <td colspan="2"><b>-</b></td> </tr> </tbody> </table>					<i>Credit Hours</i>					<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>		<i>Contact Hours</i>					<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
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<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>																																
<b>Course Prerequisite(s)</b>	<b>MGT 101</b>																																		
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>																																		

## II. Overall Aims of the Course

This course aims at providing the students with the skills that enable them to blend entrepreneurial goals with a realistic survey of the wide variety of functional business skills needed to operate a small firm effectively. Moreover, the course will focus on acquaint the students with knowledge and skills from different discipline as marketing, financial management, and business planning, as well as a clearer view of small business's contribution to the national economy

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a8	b1, b6, b12	c3, c16	d2, d6, d7, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

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*On completing the course, the student should be able to:*

- a1. Identify the concept of negotiation
- a2. List the stages of negotiation process.
- a3. Discuss the different types of negotiation.
- a4. Define the relation between communication skills and negotiation skills.
- a5. Explain of conflict and the cost of conflict.
- a6. State the different types of conflict.
- a7. Identify the Conflict Resolution Process
- a8. Explain how to manage difficult negotiations: Third-Party Approaches.
- a9. Determine the types of third-party intervention.
- a10. Describe the main phases of negotiation.
- a11. Outline the different types of negotiation goals.
- a12. Explain the difference between negotiation strategies and tactics.

#### b. Intellectual Skills

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*On completing the course, the student should be able to:*

- b1. Analyze the negotiation process
- b2. Discover third party intervention to manage different negotiation.
- b3. Compare different types of negotiation strategies.
- b4. Differentiate between the negotiation strategies and tactics.
- b5. Analyze different negotiation case studies.
- b6. Interpret the effects of developing influence and persuasion skills on managing effective negotiations.

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Prepare a framework for a negotiation process.
- c2. Write the Position, Interest, worst alternative to a negotiation, the best alternative to a negotiation agreement, walk away price and Zone of possible agreement
- c2. Design a negotiation teamwork.
- c3. Select a negotiation plan.
- c4. Use the appropriate negotiation strategy.
- c5. Select different negotiation tactics.
- c6. Manage negotiation process.
- c7. Practice communication and assertiveness skills.
- c8. Recommend the appropriate tools to develop persuasion skills.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Work coherently and successfully as a part of a team.
- d2. Manage self-stress skills
- d3. Lead teamwork as well as oral and written communications
- d4. Manage tasks, time, and resources effectively.
- d5. Demonstrate understanding of relevant mathematical and statistical technique
- d6. Develop the ability to think rationally
- d7. Innovate creative negotiation techniques



## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	LS	P.P.S.	G.T.S
1	Essentials of Negotiation	3	-	a1, a2	b1		
2	<b>Chapter 1:</b> Negotiation and Dispute Resolution	3	-	a1, a2	b1		
3	<b>Chapter 2:</b> Language of negotiation	3	-	a2, a3, a10	b1, b2		
4	<b>Chapter 3:</b> Distributive and Integrative negotiation	3	-	a3, a4	b2, b3	c1 – c8	d1- d4
5	<b>Chapter4:</b> Competitive and Cooperative Styles & Do Gender or Culture Make a Difference?	3	-	a4-a6	b2, b3	c1 – c8	d1- d4
6	<b>Chapter 5:</b> Current Technology in Negotiations and Mediation Practices					c1 – c8	d1- d4
7	Presentations	3	-			c1 – c8	d4
8	<b>Mid-term Exams</b>						
9-10	<b>Chapter6:</b> Conflict and dispute resolution	3	-	a7	b3, b4	c1 – c8	d1- d4
11	<b>Chapter7:</b> Understanding yourself and how to impact negotiation	3	-	a8, a9	b4	c1 – c8	d1- d4
12	Communication and persuasion role in negotiation	3	-	a2, a4,	b4, b5	c1 – c8	d1- d4
13	Negotiation Feedback and correction actions	3	-	a10- a12	b5, b6	c1 – c8	d1- d4
14 – 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>LS:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√		
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Midterm Exam	√	√	√		8	30%	
2	Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments	√			√		10%	
5	Presentations	√		√	√	√	5%	
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√			√	√	5%	
9	Practical Exam							
10	Others (participation)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Beverly DeMarr and Suzanne De Janasz (2013). <i>Negotiation and Dispute Resolution</i> , Prentice Hall, 2013
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Beverly DeMarr and Suzanne De Janasz, <i>Negotiation and Dispute Resolution</i>, Prentice Hall, 2013.</li> <li>2. Roy J Lewicki, Bruce Barry, and David M Saunders, <i>Essentials of Negotiation</i>, 5th Edition, McGraw Hill, 2011</li> <li>3. Paul Harding, <i>Mastering the ISDA Master Agreements: A Practical Guide for Negotiation</i>, 3/e, Pearson/FT Press, 2010.</li> <li>4. Lee E. Miller and Jessica Miller, <i>A Woman's Guide to Successful Negotiating</i>, Second Edition, 2nd Edition, McGraw Hill, 2011.</li> <li>5. Barton A Weitz, Stephen B Castleberry, and John F, Tanner <i>Selling: Building Partnerships</i>, 7th Edition. McGraw Hill, 2009.</li> <li>6. Harry Macdivitt and Mike Wilkinson, <i>Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value</i>, 1st Edition. McGraw Hill, 2012.</li> <li>7. David S. Hames, <i>Negotiation Closing Deals, Settling Disputes, and Making Team Decisions</i>. Sage Publications Inc, 2018.</li> </ol>
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop				
Data-Show				
Laser Pointer				
Internet				✓
Printer				✓
Copier				✓
Moodle	✓			
Zoom	✓			
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Sara Elmenawy
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	MGT 302	Course Name	Business Communication Management		
Level	3	Specialization	All Faculty Programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
	Contact Hours	Theoretical	Tutorial	Practical	
4	3	1	-		
Course Prerequisite(s)	MGT 101				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

By the end of this course, students should be able to understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction, writing effective and concise letters and memos, preparing informal and formal reports, proofreading and editing copies of business correspondence, using career skills that are needed to succeed, such as using ethical tools, working collaboratively, resolving workplace conflicts, planning successfully for participating in meetings and conducting proper techniques in telephone usage, using e-mail effectively and efficiently, developing interpersonal skills that contribute to effective personal, social and professional relationships, and utilizing electronic presentation software

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a11	b1, b8, b11	c6, c15	d2, d3, d4, d5, d6, d7

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define communication and the importance of effective business communication.
- a2. Discuss professional communication.
- a3. Describe steps to improve the clarity of your writing.
- a4. Explain the credible sources of information in building strong relationships in the stakeholders.
- a5. Describe how effective listening can contribute to your career success
- a6. Identify and conduct an information-gathering interview to assist you in a current work or school project
- a8. Explain the ways in which communication in the workplace is a form of problem solving.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Specify the challenges and opportunities of mobile communication in business.
- b2. Identify major collaboration technologies and explain how to give constructive feedback.
- b3. Interpret the listening process.
- b4. Suggest how good listeners overcome barriers at each stage of the process.
- b5. Analyze the different individual communication forms and styles
- b6. Differentiate between verbal and non-verbal message.
- b7. Develop an effective strategy for a specific presentation

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Investigate the challenges and opportunities of various communication forms and steps in business.
- c2. Analyze major collaboration technologies.
- c3. Present constructive feedback.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Develop Effective Communication Skills.
- d2. Innovate Effective Presentation Skills.
- d3. Manage Team Spirit & Team cooperation
- d4. Use self-management skills.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Communicating at Work	3	1	a1	b1		
2	Culture, diversity, and global engagement.	3	1	a2, a3	b1, b2	c1 – c3	d1 – d4
3	Listening +Solving Communication Problems in the Workplace	3	1	a5, a8	b3	c1	d1
4	Verbal and nonverbal messages.	3	1	a1, a3, a4	b2, b4, b6	c1 – c3	d1 – d4
5	Interpersonal Skills	3	1	a1, a4	b2	c1 – c3	d1 – d4
6	Principles of Interviewing	3	1	a1, a6	b1	c1 – c3	d2, d3
7	Project presentations	3	1	-		c1 – c3	d1 – d4
8	<b>Mid-term Exams</b>						
9-10	Effective communication team	3	1	a2, a3	b2, b5	c1 – c3	d1 – d4
11	Effective meeting	3	1	a3, a4	b3	c1 – c3	d1 – d4
12	Developing and Organizing the Presentation	3	1		b7		
13	Verbal and Visual Support in Presentations	3	1		b1, b3, b7	c1 – c3	d1 – d4
14 - 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				10%
4	Assignments	√		√	√	√		10%
5	Presentations		√	√	√	√		5%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects		√	√	√	√		5%
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Ronald Adler, <b>Communication at work, McGraw hill, 2019</b>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Noha Sharawy
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022



## I. Course Information

Course Code	MGT 303	Course Name	Small business management and Entrepreneurship		
Level	3	Specialization	All Faculty Programs		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
	Contact Hours	Theoretical	Tutorial	Practical	
4	3	1	-		
Course Prerequisite(s)	MGT 101				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Use the various techniques for planning and managing projects
- Explain the stages and processes of the project life cycle
- Develop a testable, effective business concept
- Demonstrate analytical and critical thinking skills
- Conduct a feasibility analysis for a new venture
- Analyze business report and publications
- Apply research methodologies and practices to an allied business field.
- Apply contemporary scientific methods and mathematical techniques.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a1, a2, a9, a18	b2, b5, b12	c2, c4, c11, c16	d1, d2, d3, d4, d6, d7

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Explain the concepts and main features of the environment facing small business.
- a2. Identify the factors conducive to entrepreneurship and small business.
- a3. Outline market competitiveness and competitive advantage.
- a4. Identify mission and vision of any small business.
- a5. State types of franchise.
- a6. Discuss the drawbacks of franchise.
- a7. Select bootstrap marketing plan.
- a8. Outline the porter model.
- a9. Explain the major strategies of business—differentiation, cost, and focus.
- a10. Determine the major risks to business plan success

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate critical tools, functions, concepts, and skills that are required for owner/managers of small business.
- b2. Develop a clear vision and meaningful mission statements.
- b3. Analyze strengths opportunities, weaknesses, and threats of any business by using SWOT Analysis.
- b4. Compare between buying franchise and starting new business
- b5. Suggest ways to reduce risk of business.
- b6. Formulate Balance sheet.
- b7. Construct business plan.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1 Apply the skills necessary for venture creation and small business management.
- c2 Use business plan
- c3 Practice successful skills needed by small business owners.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Develop working in a project
- d2. Use higher order thinking and life-long learning
- d3. Lead the skills necessary for venture creation and small business management.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Small Business: An Overview: Entrepreneurship and Ownership	3	1	a1, a2	b1, b2	c1 – c3	d1- d3
2	Creativity Small Business: An Overview Entrepreneurship and Ownership	3	1	a1-a3	b1-b3	c1 – c3	d1- d3
3	Franchising Taking Over an Existing Business	3	1	a5, a6	b4	c1 – c3	d1- d3
4	Ethics and Strategic Planning: The Business Plan	3	1	a4	b5, b2	c1 – c3	d1- d3
5 & 6	Marketing strategy and practice using business plan	3	1	a7, a8	b3	c1 – c3	d1- d3
7	Lease or Buy a small business	3	1	a9, a10	b4, b5	c1 – c3	d1- d3
<b>8</b>	<b>Mid-term Exams</b>						
9-10	Small Business Strategies: Imitation with a Twist	3	1	a9	b7	c1 – c3	d1- d3
11	Porter model	3	1	a8	b7	c1 – c3	
12	Business Plans: Seeing Audiences and Your Business Clearly	3	1	a8	b7	c1 – c3	d1- d3
13	Presentation	3	1	a1-a10	b1-b7	c1 – c3	d1- d3
14 - 15	<b>Final exams</b>						
	<b>K.U:</b> Knowledge and Understanding <b>I.S:</b> Intellectual Skills			<b>P.P.S. :</b> Practical / Professional Skills □ <b>G.T.S:</b> General and Transferable Skills			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• K.U.: Knowledge and Understanding</li> <li>• I.S.: Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• G.T.S.: General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√			3	5%
4	Assignments	√				√	√	5%
5	Presentations	√				√	√	5%
6	Individual Projects							
7	Research and Reporting	√		√	√		√	
8	Teamwork Projects	√				√	√	15%
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• K.U. :Knowledge and Understanding</li> <li>• I.S. :Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• G.T.S. : General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<p>Hisrich, R. D., Peters, M. P., &amp; Shepherd, D. A. (2013). <i>Entrepreneurship</i>, 9th edition. NY: McGraw-Hill/Irwin.</p> <p>Ahlstrom, D., Young, M. N., Chan, E. S., &amp; Bruton, G. D. (2004). Facing Constraints to Growth? Overseas Chinese Entrepreneurs and Traditional Business Practices in East Asia. <i>Asia Pacific Journal of Management</i>, 21, 263-285.</p> <p>Au, K. &amp; Kwan, H. K. (2009). Start-up Capital and Chinese entrepreneurs: The Role of Family. <i>Entrepreneurship Theory and Practice</i>, July, 889-908.</p> <p>Baron, R. A. &amp; Shane, S. A. (2008). <i>Entrepreneurship: A Process Perspective</i>, 2nd edition. Mason, Ohio: Thomson South-Western.</p>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Clercq, D. D., Fried, V. H., Lehtonen, O., & Sapienza, H. J. (2006). An Entrepreneur's Guide to the Venture Capital Galaxy. <i>Academy of Management Perspectives</i> , August, 90-112.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom	√	√		
Software Packages				
Laboratories				

**Course Coordinator:** Prof. Doaa Salman

**Head of the Department:** Associate Professor Ahmed Azmy

**Date:** 18/7/2022

## I. Course Information

Course Code	FIN 306	Course Name	Financial Risk Management		
Level	3	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3			
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1			
Course Prerequisite(s)	Insurance and Risk Management (MAT 301)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

This course introduces students to the understanding and management of financial risk. Its objective is to familiarize students with the risks faced by financial and nonfinancial firms, particularly the former, and with the tools practitioners use to measure and control risks. In this course, students should provide a balance between considering quantitative risks (such as market, credit and liquidity risks) as well as non-quantitative risks (such as governance and conduct) and examining tools to identify and respond to both types of risks. Students will study the benefits and pitfalls of contemporary risk measurement models. Much of the course will be devoted to detailed examples of how particular tools and techniques are applied to particular problems.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a10, a17,a18	b7,b8,b9,b11	c12,c15,c16,c18	d4, d5,d6,d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define risk and mention different sources of risks.
- a2. List different financial risks
- a3. Mention the reasons for managing risks
- a4. Compare between market, credit and operation risks.
- a5. Differentiate between Insurance and hedging techniques.
- a6. Outline different financial risk management tools.
- a7. Discuss the failures of risk management in history

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate different financial risks
- b2. Use Value at Risk (VAR) methods to measure different market risks
- b3. Analyze how interest rate risk could affect the value of the firm Use Forward
- b4. Rate Agreements (FRA) to calculate the effective interest payable.
- b5. Calculate the effective swap rate for each company.
- b6. Develop interest rate hedging policy using forward rate agreements and options.
- b7. Discuss different sources of foreign exchange risks
- b8. Illustrate how future and options could be used to manage foreign exchange rate risk
- b9. Explain country risk models and sovereign risk

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Develop hedging policies based on type of financial risk.
- c2. Apply core risk management tools to various risks faced by organizations
- c3. Illustrate how risk from emerging market currencies can affect foreign trade.
- c4. Assess the effect of global and country – specific risks on different investment opportunities.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Manage tasks, time, and resources effectively.
- d3. Acquire critical thinking and problem-solving techniques.
- d4. Gain Innovation and knowing how to reach the result.
- d5. Obtain different methodological knowledge and technical know-how.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1 – 2	Fundamentals of financial risk management: Risk definition, types, and sources	3	1	a1 – a6			d1, d2
3	Risk Measurement: Value at risk (VAR) Methods	3	1	a1 – a6	b1, b2	c 1 – c2	d1 – d5
4 – 5	Interest rate risks: - Identifying, assessing, and evaluating interest rate risks - Hedging Techniques	3	1	a1 – a6	b3, b6	c 1 – c2	d1 – d5
6 – 7	Foreign exchange risks: - Identifying, assessing, and evaluating foreign risks - Hedging Techniques	3	1	a1 – a6	b7, b8	c 1 – c2	d1 – d5
8	Problem solving	3	1	a1 – a6	b1, b8	c 1 – c2	d1 – d5
9	Mid-term Exams	1					
10 - 11	Other financial risk: credit risk, commodity risks, & Sovereign and global country specific risks	3	1	a1 – a6	b9	c3 – c4	d1 – d5
12 – 13	Risk management failures – case studies	3	1	a1 – a7			
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> <b>Knowledge</b> and Understanding</li> </ul>			



## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	✓	✓	✓			30%	
2	Written Final Exam	✓	✓	✓			40%	
3	Quizzes	✓	✓	✓		✓	15%	
4	Assignments	✓		✓	✓	✓	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Self - learning	√				✓	5%	
**	<b>K.U.:</b> Knowledge and Understanding <b>I.S.:</b> Intellectual Skills			<b>P.P.S.:</b> Practical / Professional Skills <b>G.T.S.:</b> General and Transferable Skills				

## IX. References

<b>Essential Textbooks</b>	Myint and Famery, <i>The Handbook of Corporate Financial Risk Management</i> , Risk Books, 2012.  Horcher, K. A. (2011). <i>Essentials of financial risk management</i> (Vol. 32). John Wiley & Sons.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Christoffersen, P. (2011). <i>Elements of financial risk management</i> . Academic Press.  Gastineau, G. L. (1993). The essentials of financial risk management. <i>Financial Analysts Journal</i> , 49(5), 17-21.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓	✓		
Internet				
Printer				
Copier				
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr Marwa Elmaghawry
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	<b>FIN 307</b>	<b>Course Name</b>	<b>Special Topics in Finance</b>		
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Finance</b>		
<b>Department Offering the Course</b>	<b>Business Administration Department</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	-	-	
	<i>Contact Hours</i>				
	<b>Total Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
<b>4</b>	<b>3</b>	<b>1</b>	-		
<b>Course Prerequisite(s)</b>	<b>Corporate Finance 2 (FIN 301)</b>				
<b>Approval Date of Course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

The objective of this course is to study the major decision-making areas of managerial finance and some selected topics in financial theory. The course reviews the theory and empirical evidence related to the investment and financing policies of the firm and attempts to develop decision-making ability in these areas. Some areas of financial management not covered in corporate finance courses are covered in this course. These may include leasing, mergers and acquisitions, corporate reorganizations, and financial planning. The short-term financial decisions that relate to working capital and current assets management topics are also covered in this course.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a17	b2, b4, b5, b7, b8, b10	c6, c11, c19	d4, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Identify the types of leases, leasing arrangement, the lease-versus- purchase decision, the effects of leasing on future financing, and the advantages and disadvantages of leasing.
- a2. Identify cash payout procedures, their tax treatment, and the role of dividend reinvestment plans.
- a3. Explain the differences between stock splits and stock dividends.
- a4. Discuss working capital management, net working capital and the related trade-off between profitability and risk.
- a5. Outline inventory management; differing views and common techniques
- a6. Review accounts payable and the key components of credit terms.
- a7. Describe merger fundamentals, including terminology, motives for merging, and types of mergers.
- a8. List the types of business Failure.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between the lease decision and the purchase decision.
- b2. Measure the net present value under leasing and purchasing decisions.
- b3. Compute cash dividends and stock dividends.
- b4. Contrast the aggressive and conservative funding strategies.
- b5. Calculate the operating and cash conversion cycles.
- b6. Prepare cash budget.
- b7. Determine the economic order quantity under different situations.
- b8. Calculate the approximate cost of giving up the cash discount.
- b9. Assess the effect of stock swap transactions on earnings per share.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Discriminate between leasing and purchasing decisions.
- c2. Illustrate the factors affecting dividend policy.
- c3. Analyze the effect on the equity accounts under stock split and stock dividend.

- c4. Evaluate the three basic types of dividend policies.
- c5. Explore the tradeoff between profitability and risk.
- c6. Report the key strategies for managing the cash conversion cycle.
- c7. Interpret the components of cash budget.
- c8. Analyze changes in credit standards.
- c9. Differentiate between cash acquisition and asset acquisition decisions.
- c10. Recommend the suitable acquisition decision.
- c11. Assess the major causes of business failure.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d14. Communicate effectively.
- d15. Develop cash Budgets.
- d16. Use the Internet to acquire relevant financial information

## V. Course Matrix Content

Week	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Leasing	3	1	a1	b1,b2	c1	d1-d3
2	Net Advantage of Leasing	3	1	a1	b1,b2	c1	d1-d3
3	Payout Ratio	3	1	a2,a3	b3	c2,c3,c4	d1-d3
4	Payout Ratio (continued)	3	1	a2,a3	b3	c2,c3,c4	d1-d3
5	Working capital management	3	1	a4	b4,b5	c5	d1-d3
6	Cash Conversion Cycle Components	3	1	a4	b4,b5	c6	d1-d3
7	Cash Budget and financial planning	3	1	a4	b6	c7	d1-d3
8	Inventory Management Accounts Receivable Management	3	1	a5	b7	c8	d1-d3
9	<b>Mid-term Exams</b>	3	1				
10	Current Liabilities Management	3	1	a6	b8	c8	d1-d3
11	Applications on Working capital, current assets and current liabilities management	3	1	a4-a6	b4-b8	c5-c8	d1-d3
12	Mergers and Acquisition	3	1	a7,a8	b9	c5-c7	d1-d3
13	Mergers and Acquisition (continued)	3	1	a7,a8	b9	c5-c7	d1-d3
14-15	<b>Final exams</b>						
	<b>Total teaching weeks</b>	<b>12</b>					
**	<ul style="list-style-type: none"> <li>• K.U. :Knowledge and Understanding</li> <li>• I.S. :Intellectual Skills</li> </ul>	<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• G.T.S. : General and Transferable Skills</li> </ul>					

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %	
			K.U.	I.S.	P.P.S.	G.T.S			
1	Written Midterm Exam	✓	✓	✓	✓	✓	9	30%	
2	Written Final Exam	✓	✓	✓	✓	✓	14 -15	40%	
3	Quizzes	✓	✓	✓	✓	✓	6 - 11	15%	
4	Assignments	✓	✓	✓	✓	✓	3-5- 6-10- 12	15%	
5	Presentations								
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects								
9	Practical Exam								
10	Others								
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		and	<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Gitman, L. and Zutter C. Principles of Managerial Finance. (15 <sup>th</sup> Edition).
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Essentials of Corporate Finance, Ross
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://www.investopedia.com">www.investopedia.com</a>
<b>Others (Specify)</b>	None



## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓	✓		
Internet				
Printer				
Copier				
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Marwa EL Maghawry
- **Head of the Department:** Dr. Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	FIN 403	Course Name	Behavioral Finance		
Level	4	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3			
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	1			
Course Prerequisite(s)	Corporate Finance 2 (FIN 301) Investment and Portfolio Management (FIN 303)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

### Upon completion of this course, students will be able to:

There is an abundance of evidence suggesting that the standard economic paradigm – rational agents in an efficient market – does not adequately describe behavior in financial markets. In this course, we will survey the evidence and use psychology to guide alternative theories of financial markets. Along the way, we will address the standard argument that smart, profit-seeking agents can correct any distortions caused by irrational investors. Further, we will examine more closely the preferences and trading decisions of individual investors. We will argue that their systematic biases can aggregate into observed market inefficiencies. The second half of the course extends the analysis to corporate decision making. We present the two themes of behavioral corporate finance: rational managers exploiting financial market inefficiencies and managerial decision-making biases. We then explore the evidence for both views in the context of capital structure, investment, dividend, and merger decisions.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a5, a7, a8, a12	b7, b9	c19	d7, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define Normal investor
- a2. Explain Bounded rationality concept.
- a3. Identify main assumptions and ideas of prospect theory.
- a4. Outline the theoretical and empirical foundations and challenges to the efficient market hypothesis
- a5. Discuss the key behavioral biases of individual and professional investors.
- a6. Describe key anomalies in the markets proving the behavioral biases.
- a7. Recognize how insolvency risk is a consequence of the other types of risk.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Compare expected utility theory with the prospect theory.
- b2. Illustrate using empirical data the challenges to the efficient market hypothesis.
- b3. Explain the nature and forecast the consequences of key behavioral biases of investors.
- b4. Apply the process of behavioral biases contribution to the asset prices models.
- b5. Describe how behavioral biases of managers affect the decision-making process in a corporation.
- b6. Evaluate behavioral influences involving individual's investment decisions
- b7. evaluate Critically behavioral influences involving corporate (executive) financial decisions.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Demonstrate important developments in behavioral finance and the associated practical insights they provide.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Assess problems.
- d2. Interact efficiently with others

**V. Course Matrix Content**

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	IS	P.P.S.	G.T.S
1	Introduction: Normal Investor	3	1	a1-a2	b1-b2	c1	d1-d2
2	What investor really want	3	1	a1-a2	b1-b5	c1	d1
3	Cognitive Shortcuts and Errors	3	1	a1-a7	b1-b4	c1	d1-d2
4	Emotional Shortcuts and Errors	3	1	a1-a7	b1-b7	c1	d1-d2
5	Balancing Wants, Acquiring Knowledge, and Correcting Errors	3	1	a1-a7	b1-b7	c1	d1-d2
6	Balancing Wants, Acquiring Knowledge, and Correcting Errors	3	1	a1-a7	b1-b7	c1	d1-d2
7	Behavioral Portfolios	3	1	a1-a7	b1-b7	c1	d1-d2
8	Revision	3		a1-a7	b1-b7	c1	d1-d2
9	Mid-term Exams	1	1	-	-	-	-
10	Behavioral Life Cycle of Saving and Spending	3	1	a1-a7	b1-b7	c1	d1-d2
11	Behavioral Asset Pricing	3	1	a1-a7	b1-b7	c1	d1-d2
12	Behavioral Efficient Markets	3	1	a1-a7	b1-b7	c1	d1-d2
13	Revision	3		a1-a7	b1-b7	c1	d1-d2
14	Final exams			-	-	-	-
15	Final exams			-	-	-	-
				<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>IS:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>	

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	✓	✓	✓	✓	✓	9	30%
2	Written Final Exam	✓	✓	✓	✓	✓	14-15	40%
3	Quizzes	✓	✓	✓	✓	✓	4-6	10%
4	Assignments	✓	✓	✓	✓	✓	11-12	10%
5	Presentations							
6	Individual Projects							
7	Research and Reporting	✓			✓	✓	13	10%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**			<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## IX. References

<b>Essential Textbooks</b>	BEHAVIORAL FINANCE - The Second Generation 2019
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Behavioral Finance and Wealth Management: How to Build Investment Strategies That Account for Investor Biases. 2ed, 2012.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Self-learning</b>	Online Course from Coursera platform (related to new topic in behavior Finance)

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer	√	√		
Internet	√	√		
Printer				
Copier				
Moodle	√			
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator: Dr Marwa Elmaghawry**
- **Head of the Department: Assistant Professor Ahmed Azmy**
- **Date: 18/7/2022**

## I. Course Information

<b>Course Code</b>	<b>FIN404</b>	<b>Course Name</b>	<b>Financial Derivatives</b>		
<b>Level</b>	<b>4</b>	<b>Specialization</b>	<b>Finance</b>		
<b>Department Offering the Course</b>	<b>Business Administration</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	-	-	
	<b>Contact Hours</b>				
	<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
<b>4</b>	<b>3</b>	<b>1</b>	-		
<b>Course Prerequisite(s)</b>	<b>Corporate finance 2 (FIN 301)</b> <b>Insurance and Risk Management (MAT 301)</b>				
<b>Approval Date of Course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

This introductory course on the topic of derivatives covers the fundamental knowledge about derivatives. Student will learn to differentiate between forward, futures, options, and swaps contracts and to calculate the profits/losses for each type of contracts. By the end of this course, Student will have the essential knowledge about derivative contracts required to explaining the differences between the types of derivatives and how they can be used for hedging and speculating purposes.



### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a4, a10, a15	b2, b4, b5, b11	c3, c16, c19	d4, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define the concept of a derivative.
- a2. Describe the differences between exchange-traded and over-the-counter derivatives.
- a3. Define a forward commitment and identify the different types of forward commitments.
- a4. Describe the basic characteristics of forward contracts, futures contracts, and swaps.
- a5. Define a contingent claim and identifies the different types of contingent claims.
- a6. Describe the basic characteristics of options and distinguish between an option to buy and an option to sell.
- a7. Discuss the different ways to measure the size of the global derivatives market.
- a8. Identify the purposes and criticisms of derivative markets.
- a9. Explain the concept of arbitrage and the role it plays in determining prices and in promoting market efficiency.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the relation between futures and forward prices.
- b2. Illustrate how the value and price of a forward contract is determined at expiration, during the life of the contract, and at initiation.
- b3. Calculate the price of futures, forward and swap contracts using no arbitrage principle
- b4. Understand derivatives role and impact on risk management.
- b5. Compute payoff of different options hedging strategies
- b6. Describe the dimensions of performance and risk relevant to use financial derivatives
- b7. Analyze how swaps are used and priced.
- b8. Evaluate the applicability of applying various derivatives in Egypt and other emerging countries.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Design different hedging strategies using derivative instruments.
- c2. Choose the best hedging instrument based on different factors.

- c3. Explain under what circumstances the values of American and European options differ.  
 c4. Ability to work with the binomial options pricing model

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d17. Develop their mathematical knowledge  
 d18. Manage tasks, time, and resources effectively.  
 d19. Enhance creative and critical thinkers.  
 d20. Acquire analytical reasoning skills and clear effective communication skills.  
 d21. Work under pressure and as part of a team.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1 - 2	Introduction to derivatives: Main concepts, functions, and Instruments	3	1	a1			
3 - 4	Over the counter vs. exchange-traded	3	1	a1, a2	b1, b2, b3	c1 - c2	d1 - d5
5 - 6	Forward contracts	3	1	a3	b1, b2, b3	c1 - c2	d1 - d5
7	Forward rate agreement FRA	3	1	a3, a4, a5		c1 - c4	d1 - d5
8	Futures contracts	3	1	a1 - a6	b1 - b6	c1 - c4	d1 - d5
9	Mid - term	1					
10	Initial and maintenance margins	3	1	a6	b4		
11	Call and put options	3	1	a4, a5, a7	b5, b6	c1 - c4	d1 - d5
12	Moneyless (in-the-money, at-the-money, out-of-the-money) – Swaps contract	3	1	a8	b7	c1 - c4	d1 - d5
14 - 15	Final exams	2					
	<ul style="list-style-type: none"> <li><b>G.T.S:</b> General and Transferable Skills</li> <li><b>I.S:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>K.U.:</b> Knowledge and Understanding</li> </ul>				

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected	Course ILOs Covered by Method (By ILO Code)				No. Weeks	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	✓	✓	✓			30%	
2	Written Final Exam	✓	✓	✓			40%	
3	Quizzes	✓	✓	✓	✓	✓	4-5 15%	
4	Assignments	✓		✓		✓	10-12 15%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Self-learning							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Derivatives, Wendy L. Pirie (Editor), Mark P. Kritzman, 2017
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Derivatives Demystified, Andrew M. Chisholm, 2010
<b>Online Web Sites</b>	1- Egyptian Knowledge Bank: <a href="https://www.ekb.eg/ar">https://www.ekb.eg/ar</a>
<b>Self-learning</b>	Search and presentation about black-Scholes model for pricing derivatives

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer	√	√		
Internet	√	√		
Printer				
Copier				
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator: Dr. Heba Srouf**
- **Head of The Department: Dr. Ahmed Azmy**
- **Date: 18/7/2022**

## I. Course Information

Course Code	FIN 405	Course Name	Islamic Finance		
Level	4	Specialization	Finance		
Department Offering the Course	Business Administration Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	3	Theoretical	Tutorial	Practical
			3	-	-
	<i>Contact Hours</i>				
Total Hours	4	Theoretical	Tutorial	Practical	
		3	1	-	
Course Prerequisite(s)	Bank Management (FIN 302)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

Islamic finance is one of the fastest growing sectors of the banking industry. The course will introduce students to the basic Sharia's principles that underpin all Islamic transactions, explore the history and development of specific Islamic financial institutions and products, and provide an overview of the key differences between Islamic and conventional finance. The topics that will be covered include the principles of Sharia's and their application, Islamic contracts – Mudaraba, Musharaka, Murabaha, Ijara, Sukuk, Investment and asset management and Takaful. In this course students will be able to understand the foundations of Islamic Finance, Identify the emergence of Islamic Finance in its modern form, Examine the Law of Contract and the basis of Islamic structures ,the financial structures and techniques applied by Islamic Banks and the financial products offered through Islamic Finance.  
 Prerequisite: FIN302, 3 cr.

### III. Program ILOs Covered by the Course

#### Program ILOs Covered by the Course

Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a4, a8, a14	b3, b7, b10	c19	d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss Islamic economic thought and highlights its pertinence for Islamic finance,
- a2. Explain the major elements of Islamic law and prohibitions concerning Islamic finance.
- a3. state the key instruments of wealth distribution in Islam.
- a4. Define Riba in the lights of Quran and Hadith
- a5. List the key characteristics of Islamic Modes of Financing: Mudaraba, Musharak, Murabaha, Ijara, and Suku.
- a6. Explain the concepts and basic rules governing Ijarah and Musharka
- a7. Describe the handling profits/ loss distribution under Mudarabah
- a8. Discuss the basic elements of an Islamic contract
- a9. Outline the nature and form of Islamic Banking.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between the Islamic financial system, and its institutions, and the conventional system
- b2. Explain the various types of Riba and discuss the point of view of Islamic banking on interest
- b3. Compare between the different Islamic modes of financing.
- b4. Use some applications of Murabha to discuss its scope in Islamic banking practices
- b5. Demonstrate the difference between Islamic Ijarah from conventional leasing
- b6. Use real world examples in explaining how Mudarabah finance capital is generated.
- b7. Analyze the scenarios under which an Islamic contract is termed void or valid.
- b8. Interpret the prohibitions that shape the Islamic Finance.

- b9. Illustrate the differences among the various financial products offered by Islamic and conventional banking
- b10. Differentiate the nature of relationship between customer and bank under Islamic Banking
- b11. Evaluate the Islamic Perspective for Risk Management.

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Use Islamic modes in various investment decisions that suits different investors.
- c2. Assess the different Islamic banking services
- c3. Manage Currency risks and non- currency risks from the Islamic perspective
- c4. Evaluate Islamic banking in Egypt and determine the main challenges that face different Islamic financial products.
- c5. Design the risk profile of Islamic financial institutions

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Develop ideas about Islamic financial products



## V. Course Matrix Content

Week	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Islamic Economic System, and other systems	3	1	a1, a2	b1		d1, d2
2	<b>Islam and the distribution of wealth</b> Zakah, Waqf, Sadaqa, Qard Hasan, Inheritance	3	1	a1, a2, a3			d1, d2
3 – 4	<b>Riba, its Prohibitions and Classifications</b> Riba in Quran, Riba in Hadith, Riba and its types, Riba Vs, Rate of Return	3	1	a4	b2		d1, d2
5 – 7	<b>Islamic Modes of Financing</b> Musharakah, Mudarabah, Diminishing Musharaka, Murabaha, Salam, Istisna, Istijrar, Ijarah & Ijara Wa Iqtina	3	1	a5, a6, a7	b3, b4, b5, b6	c1 – c4	d1, d2
8	<b>Islamic Contracts</b> Types of Islamic Contracts, Sale, Valid Sale	3	1	a8	b7	c1 – c4	d1, d2
9	<b>Mid-term Exams</b>	1					
10 – 11	<b>Islamic Banking and Finance Industry</b> a) Philosophy of Islamic Banking. b) Evaluation of Islamic Banking and its scope worldwide. c) Applicability and future of Islamic Banking and Finance in Egypt d) Islamic Banking Products in Egypt e) Shariah Perspective of Islamic Banking and Finance.	3	1	a9	b8, b9, b10	c1 – c4	d1, d2
12	<b>Risk Management in Islam Banking &amp; Finance</b> c) Islamic Perspective for Risk Management d) Fundamentals of risk Management in Islam. e) Risk Management of Islamic Banking f) corporate governance for Islamic financial institutions and related issues.	3	1		b11	c1 – c5	d1, d2

14-15	Final exams	
**	<ul style="list-style-type: none"> <li>• K.U.: Knowledge and Understanding</li> <li>• I.S. : Intellectual Skills</li> </ul>	<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• G.T.S.: General and Transferable Skills</li> </ul>

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Method Selected	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S		
1	Written Midterm Exam	✓	✓	✓			9	30%
2	Written Final Exam	✓	✓	✓			13 -14 -15	40%
3	Quizzes	✓	✓	✓		✓	6 - 11	15%
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting	✓			✓	✓	12	15%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## IX. Reference

<b>Essential Textbooks</b>	An Introduction to Islamic Finance, Theory, and practice, ZAMIR IQBAL - AND ABBAS MIRAKHOR, Wiley
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://www.investopedia.com">www.investopedia.com</a>
<b>Self-learning</b>	Research for recent contemporary topic in Islamic finance

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓	✓		
Internet	✓	✓		
Printer				
Copier				
McGraw-Hill Connect				
Moodle	✓			
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator: Dr Marwa Elmaghawry**
- **Head of the Department: Assistant Professor Ahmed Azmy**
- **Date:18/7/2022**

## Minor Course Specification

# Finance Minor

## I. Course Information

Course Code	MAT 301	Course Name	Insurance and Risk Management		
Level	3	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Introduction to Business Mathematics (MAT 101)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

Identify various types of risks and methods of handling such risks. Present risk management process. Analyze different insurance contracts and insurance industry's institutional features Recognize the need for and the use of property and liability insurance in financial planning. Explain the need for life and death insurance policies, different uses, characteristics, and types and methods of calculating premiums.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a5, a10	b5, b7, b10	c3, c4, c5, c8	d1, d2, d4

### V. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able*

- a1. Explain the meaning of risk and the different types of risks
- a2. List the five steps of risk management process.
- a3. Outline different risk handling techniques.
- a4. Specify the main feature of insurance industry and the role of insurance towards financial development and stabilization.
- a5. Identify the difference between financial and legal definition of insurance
- a6. State the requirements for legal insurance contract and the main parts of any insurance contract.
- a7. Discuss the importance of marketing and underwriters in insurance operations.
- a8. Define gambling
- a9. Discuss how insurance and gambling are different
- a10. Demonstrate the concept of life insurance and life tables.
- a11. Determine the different types of insurance policies and calculating premiums of life insurance.

#### b. Intellectual Skills

*On completing the course, the student should be able*

- b1. Illustrate why insurance consumers are not well informed about insurance market
- b2. Analyze the difference between insurance and hedging techniques
- b3. Calculate insurance premiums.
- b4. Evaluate the insurance contracts from legal and financial perspectives.
- b5. Demonstrate insurance operation framework before and after selling insurance policy.
- b6. Use reinsurance concept in explaining its role in preventing bankruptcy for some insurance firms.
- b7. Assess the role of reinsurance in supporting insurance operations in catastrophic events.
- b8. Select the best insurance policy that can minimize the identified risk.
- b9. Explain how current trends and global events lead to the development of new insurance policies.
- b10. Demonstrate employment and individual risk management, its importance, and methods of calculating premiums in life insurance.



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*On completing the course, the student should be able to:*

- c1. Use different problem-solving techniques and scientific thinking.
- C2. Prepare risk management plan that suits different organizations.
- C3. Choose the best risk handling techniques that minimize business risks.
- C4. Use real world examples to understand how insurance contracts are different based on risk being insured.
- C5. Discuss different risks related to job
- c6. Link the concepts of moral hazards to life and property insurance.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively in a group
- d2. Manage tasks, time, and resources effectively.
- D3. Participating in group discussions and take responsibility of their own self learning
- d4. Develop report writing skills and calculus skills.

## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1 – 2	-Introduction to Risk Management: Defining and classifying Risks. Risk management steps Risk handling techniques Benefits and costs of insurance	3	1	a1 – a4		c1, c2	d1 – d3
3	-Fundamentals and terminologies of risk and insurance.	3	1	a5	b1	c1, c2	d1 – d3
4 – 5	-Insurance Premium: methods and calculations: The probability of loss	3	1		b2, b3	c1	d1 – d3
6 – 7	-Analysis of Insurance contracts: - Requirements for legal enforcement -Main parts of insurance contracts.	3	1	a6	b4		d1 – d3
8	Discussions and problem solving	3	1	a1 – a6	b1 – b4	c1, c2	d1 – d3
9	<b>Mid-term Exams</b>						
10	Insurance operations: Marketing, underwriting and administration	3	1	a7	b5	c3 – c6	d1 – d3
11	Reassurance: Basic concepts, Importance, types and operations, and the concept of gambling.	3	1	a8, a9	b6, b7	c3 – c6	d1 – d3
12	life insurance, and life tables	3	1	a10	b8, b9	c3 – c6	d1 – d3
13	Life insurance and calculating premiums.	3	1	a11	b10	c3 – c6	d1 – d4
14 –15	<b>Final exams</b>						
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self – Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

### VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (ByILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			30%	
2	Written Final Exam	√	√	√			40%	
3	Quizzes	√	√	√	√		15%	
4	Assignments	√	√	√	√	√	5%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√		√	√	√	5%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√				√	5%	
**	<b>K.U.:</b> Knowledge and Understanding <b>I.S.:</b> Intellectual Skills			<b>P.P.S.:</b> Practical / Professional Skills <b>G.T.S.:</b> General and Transferable Skills				

### IX. References:

<b>Essential Textbooks</b>	Emmett j. Vaughan and Therese m. Vaughan (2020). "Fundamentals of Risk and insurance", eleventh edition. John Wiley & Sons
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Mark S. Dorfman, Introduction to Risk Management and Insurance, 9 <sup>th</sup> Edition, 2008
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Mohamed Abdallah
- **Head of the Department:** Ass. Prof Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	<b>FIN 301</b>	Course Name	<b>Corporate Finance (2)</b>		
Level	<b>3</b>	Specialization	<b>Finance</b>		
Department Offering the Course	<b>Business Administration</b>				
Credit Hours	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
Course Prerequisite(s)	<b>Corporate Finance (FIN 201)</b>				
Approval Date Of course Specification	<b>7/9/2020</b>				

## II. Overall Aims of the Course

This course is one of the obligatory courses in Finance major. This module will deal with advanced topics in Financial Management. The decision-making in corporations and different institutions include the investments and financing decisions in both the long-term and the short-term. For long-term investment decisions, different techniques for capital budgeting, cost of capital, leverage, capital structure and dividends policy will be discussed. On the other hand, short term financial decisions will relate to working capital and current assets management topics.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a12, a13	b4, b6, b9, b10, b11	c6, c11, c14	d4, d5, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### e. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Identify the meaning and fundamentals of risk, return, and risk preferences.
- a2. Describe procedures for assessing and measuring the risk of both a single asset and a portfolio.
- a3. Discuss the concept of diversification.
- a4. Explain the capital asset pricing model (CAPM), its relationship to the security market line (SML), and the major forces causing shifts in the SML.
- a5. Define the basic concept and sources of capital associated with the cost of capital.
- a6. Recognize the capital budgeting process and the various categories of capital projects.
- a7. Outline the three major cash flow components.
- a8. Define leverage, business risk, sales risk, operating risk and financial risk
- a9. Discuss working capital management, net working capital and the related trade-off between profitability and risk.
- a10. Outline inventory management; differing views and common techniques
- a11. Identify cash payout procedures, their tax treatment, and the role of dividend reinvestment plans.
- a12. Explain the differences between stock splits and stock dividends.

#### f. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Measure the expected return, the standard deviation and the coefficient of variation of different assets
- b2. Assess the return and the risk of individual assets and portfolios.
- b3. Calculate the cost of debt using the approximation formula, cost of preferred stock and the cost of equity capital using the capital asset pricing model approach and the dividend discount model approach.
- b4. Interpret the beta and the weighted average cost of capital (WACC) for a project.
- b5. Calculate Net present value (NPV), internal rate of return (IRR), payback period and profitability index (PI) of a single capital project
- b6. Evaluate the initial investment, the relevant operating cash inflows and the terminal cash flow associated with a proposed capital expenditure.
- b7. Analyze the effect of financial leverage on a company's net income and return on equity.
- b8. Interpret the operating breakeven quantity of sales

- b9. Measure the degree of operating leverage, the degree of financial leverage and the degree of total leverage
- b10. Contrast the aggressive and conservative funding strategies.
- b11. Calculate the operating and cash conversion cycles.
- b12. Determine the economic order quantity under different situations.
- b13. Compute cash dividends and stock dividends

**g. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Choose the best asset based on its risk and return
- c2. Construct efficient portfolios that earn highest return relative to risk.
- c3. Assess the long-term investments acceptability based on their cost of capital.
- c4. Contrast the NPV decision rule to the IRR decision rule when evaluating independent and mutually exclusive projects.
- c5. Apply different techniques to choose best project among different investment alternatives.
- c6. Analyze the effect of financial leverage on a company's net income and return on equity.
- c7. Explore the tradeoff between profitability and risk.
- c8. Report the key strategies for managing the cash conversion cycle.
- c9. Recognize the factors affecting dividend policy.
- c10. Analyze the effect on the equity accounts under stock split and stock dividend.
- c11. Evaluate the three basic types of dividend policies

**h. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d2. Communicate effectively.
- d2. Develop models to take investment decisions
- d3. Use the Internet to acquire relevant financial information



## V. Course Matrix Content

Week No.	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction on Financial Decision Making in Corporations	3	1	a1 – a4	b1, b2		
2	<b>Chapter 8:</b> Risk and Return	3	1	a1 – a4	b1, b2	c1, c2	d1 – d3
3	<b>Chapter 9:</b> Cost of Capital	3	1	a5	b3, b4	c3	d1 – d3
4	<b>Chapter 10:</b> Capital Budgeting Techniques	3	1	a6	b5	c4	d1 – d3
5	Applications on risk & return, cost of capital and capital budgeting techniques.	3	1	a1 – a6	b1 – b5	c1- c4	d1 – d3
6 – 7	<b>Chapter 11:</b> Capital Budgeting Cash Flows.	3	1	a7	b6	c5	d1 – d3
8	<b>Chapter 13:</b> Leverage and Capital Structure	3	1	a8	b7, b8, b9	c6	d1 – d3
9	<b>Mid-term Exams</b>						
10	<b>Chapter 13:</b> Leverage and Capital Structure	3	1	a8	b7, b8, b9	c6	d1 – d3
11	<b>Chapter 15:</b> Working capital and Current Assets Management	3	1	a9, a10	b10, b11, b12	c7, c8	d1 – d3
12	<b>Chapter 14:</b> Dividend Policy	3	1	a11, a12	b13	c9- c11	d1 – d3
13	Solving case studies on leverage, working capital and dividend policy	3	1	a8 – a12	b7 – b13	c6 – c11	d1 – d3
12 - 13							
14-15	<b>Final exams</b>						
<b>Total teaching weeks 12</b>							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>	<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>		

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	% Marks	
			K.U.	I.S.	P.P.S	G.T.S			
1	Midterm Exam (s)	√	√	√			9	30%	
2	Final Exam	√	√	√			14 -15	40%	
3	Quizzes	√	√	√			6 - 11	10%	
4	Assignments	√	√	√	√	√	3-5-6-10-12	10%	
5	Presentations								
6	Individual Projects – Coursera								
7	Research and Reporting								
8	Teamwork Projects								
9	Practical Exam								
10	Others (Participations)	√				√		10%	
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Gitman, L. and Zutter C. Principles of Managerial Finance. (15 <sup>th</sup> Edition).
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Essentials of Corporate Finance, Ross
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://www.investopedia.com">www.investopedia.com</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				
Copier				
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Marwa EL Maghawry
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	FIN 302	Course Name	Bank Management		
Level	3	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Introduction to Accounting (ACT 101)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course enables the student to understand chartering new financial-service institutions and establishing branches, ATMs, telephone services, and Web Sites. The students should be able to understand the financial statements, liquidity management, loans and discounts, interest rates, credit analysis, the types of deposit accounts offered, pricing deposit services, types of business loans and their pricing.

### III. Program ILOs Covered by the Course

#### Program ILOs Covered by the Course

Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a11, a14, a15, a17	b4, b7, b9, b10	c6, c11, c12, c19	d1, d4, d5, d8, d9

### IV. Intended Learning Outcomes of the Course (ILOs)

#### e. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Explain how the commercial banks integrate into the overall financial system.
- a2. Identify modern banking services and products.
- a3. Discuss issues covering the monitoring, regulation, structure, conduct and performance of depository financial institutions.
- a4. Comprehend an understanding of the financial statements published by modern commercial banks
- a5. Describe the return on equity model and measures used in evaluating the performance of depository financial institutions.
- a6. Recognize different strategies of modern banking organization.
- a7. Explain different causes and consequences of various issues, events and crises caused by or effect on depository institutions.
- a8. Discuss the corporate governance rules and principles that govern the banking sector

#### f. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the role of depository financial institutions as a sub-system of the whole financial sector.
- b2. Compare different commercial banking services with those delivered by different depository and non-depository financial institutions, and its relative importance as an income source for these commercial banks.
- b3. Evaluate the different consequences of a given financial regulation/policy on the functions of depository financial institutions.
- b4. Interpret financial information for depository financial institutions.
- b5. Calculated profitability ratios of the given financial statements of commercial banks
- b6. Relate the performance of given commercial bank against its historical performance, or the competitor's performance, with industry performance benchmark.
- b7. Assess pros. and cons. for different organization strategies for commercial banks
- b8. Analyze causes and consequences of a given issues, events, crises facing depository financial institutions.

**g. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Practice the empirical foundations upon which practices in depository financial institutions are based and the factors that influence decision making within these contexts.
- c2. Apply quantitative techniques and tool to evaluate the performance of commercial banks.
- c3. Evaluate given depository financial institution's performance against its historical performance and/or the competitor performance.
- c4. Exploiting the common conceptual framework outlined in the course (finance theory and managerial theory) to be able to understand and analyses the modern depository financial institution in a changing world of technology, IC and markets

**h. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Develop self-learning practices
- d2. Communicate effectively and clearly in written and oral formats
- d3. Develop independent study and carry out research.

**V. Course Matrix Content**

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	LS	P.P.S.	G.T.S
1	Introduction to Banking System	3		a1	b1	c1, c4	d2, d3
2	Banking Services	3		a2	b2	c1, c4	d2, d3
3	Financial Regulations	3		a3	b3	c4	d2, d3
4	Financial Statements – Bank's Assets	3	1	a4	b4	c1, c4	d2, d3
5	Financial Statements – Bank's Liabilities and equity	3	1	a4	b4	c1, c4	d2, d3
6 – 7	Financial Statements – Bank's Income Statement	3	1	a4	b4	c1, c4	d2, d3
8	Discussions			a1 – a4	b1 – b4	c1 – c4	d2, d3
9	Mid-term Exams						
8	Banking Performance Evaluation: Return to Equity Model I	3	1	a5	b5, b6	c1, c2, c3	d2, d3
9	Banking Performance Evaluation: Return to Equity Model II	3	1	a5	b5, b6	c1, c2, c3	d2, d3
10	Banking Performance Evaluation: Return to Equity Model III	3	1	a5	b5, b6	c1, c2, c3	d2, d3
11	Strategies of Banking Organization	3		a6	b7	c1, c4	d2, d3

12	Good Governance in Banking Industry - Case Study:3 Financial Crisis - Causes			a7, a8	b8	c1, c4	d2, d3
13	Good Governance in Banking Industry - Case Study:3 Financial Crisis - Consequences			a7, a8	b8	c1, c4	d2, d3
14	Final exams						
15	Final exams						
<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> <b>Knowledge</b> and Understanding</li> </ul>			

## VI. Teaching and Learning Methods and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> <b>Knowledge</b> and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.



## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Week(s)	% Marks
			K.U.	I.S.	P.P.S.	G.T. S		
1	Written Midterm Exam	√	√	√			30%	
2	Written Final Exam	√	√	√			40%	
3	Quizzes	√	√	√			20%	
4	Assignments	√	√	√		√	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting (self-learning)							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## IX. References

<b>Essential Textbooks</b>	Peter S. Rose, Sylvia C. Hudgins (2013). " <i>Bank Management &amp; Financial Services</i> ", 9th Edition, McGraw-Hill, U.S.A.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Timothy W. Koch, S. Scott MacDonald (2015). " <i>Bank Management</i> ", Eighth Edition, Cengage Learning, U.S.A.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Marwa EL Maghawry
- **Head of the Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	FIN 303	Course Name	Investment and Portfolio Management		
Level	3	Specialization	Finance		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
	Contact Hours	Theoretical	Tutorial	Practical	
4	3	1	-		
Course Prerequisite(s)	Corporate Finance (FIN 201)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

The objective of the course is to study theory and empirical evidence relevant to portfolio management. An emphasis is placed on understanding how an investment professional would allocate funds in a hypothetical portfolio.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a19	b8	c6, c13, c14	d4, d5, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### e. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define investment and the factors that contribute to the rate of returns which the investors require on alternative investments.
- a2. Describe the steps in the portfolio management process.
- a3. Explore the meaning of risk aversion and the evidence that indicates that investors are generally risk averse.
- a4. Explain the selection of an optimal portfolio, given an investor's utility (or risk aversion) and the capital allocation line.
- a5. Define the capital market theory and how does it extend Markowitz portfolio theory.
- a6. Discuss the CAPM assumptions and the impact of relaxing these assumptions.
- a7. Identify the Arbitrage pricing theory, its strengths and weaknesses.
- a8. Determine the value of bonds, preferred stocks and common stocks.
- a9. List the approaches to the valuation of common stocks.
- a10. Specify the performance measured techniques.

#### f. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between the types of risks that increase the uncertainty of the asset's rate of return.
- b2. Compute historical and expected returns, as well as risk measures.
- b3. Assess the standard deviation, covariance of returns and the coefficient of variation for stocks.
- b4. Calculate beta coefficient for stocks.
- b5. Compare between the estimated intrinsic values of an investment with its prevailing market price to take a decision.
- b6. Evaluate the fair value of stocks and bonds.
- b7. Estimate the major inputs to the stock valuation models.
- b8. Calculate the Sharp ratio, Treynor ratio, Jensen's Alpha and information ratio to measure the portfolio performance.

**g. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Report the macroeconomics & microeconomics factors that contribute to change in the required rates of return for investment.
- c2. Explore the reason of selecting different portfolios from set of portfolios on the efficient frontier by different investors.
- c3. Interpret the minimum- variance and efficient frontiers of risky assets.
- c4. Differentiate between systematic and systemic risk.
- c5. Use the CAPM assumptions and the impact of relaxing these assets.
- c6. Estimate the expected risk premium of a security of portfolio using multi-factor models.
- c7. Apply the dividend discount model, the present value of operating cash flow technique and the present value of free cash flow to equity technique to the valuation of a firm in addition to the relative valuation approach.
- c8. Interpret the logic of the three- step (top-down) approach.
- c9. Recommend the appropriate approach to the valuation of common stock.
- c10. Estimate the firm's future growth based on history.
- c11. Evaluate how well portfolios of securities are diversified.

**h. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively.
- d2. Develop models to take an investment decision
- d3. Use both qualitative methods and problem-solving tools on individual and corporate levels
- d4. Enhance presentation skills.

## V. Course Matrix Content

Week	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	<b>Chapter 1:</b> An overview of the investment Process: Measures of Risk and Return	3	1	a1, a2	b1	c1	d1- d3
2	<b>Chapter 9:</b> Determinants of required rates of return: Relationship between Risk and Return	3	1	a3, a4	b2	c1	d1- d3
3 – 4	<b>Chapter 7:</b> An introduction to portfolio Management: Markowitz Portfolio Theory	3	1	a5	b3	c2, c3	d1- d3
5 - 6	<b>Chapter 8:</b> An introduction to Asset Pricing Models	3	1	a6	b3, b4	c4, c5	d1- d3
7	<b>Chapter 9:</b> Multifactor Models of Risk and Return	3	1	a7	b3, b4	c6	d1- d3
8	<b>Midterm Exam</b>						
9	<b>Case Study Discussion + Revision</b>			a1 – a7	b1 – b4	c1 – c6	d1- d3
10 - 11	<b>Chapter 11:</b> Security Valuation Principles	3	1	a8 – a9	b5, b6, b7	c7, c8, c9, c10	d1- d3
11 – 13	<b>Chapter 25:</b> Evaluation of Portfolio Performance + Revision	3	1	a9 – a10	b6		d1- d3
14-15	<b>Final exams</b>						
<b>Total teaching weeks 12</b>							
**	<b>K.U.: Knowledge and Understanding</b>			<b>P.P.S.: Practical / Professional Skills</b>			
	<b>I.S.: Intellectual Skills</b>			<b>G.T.S.: General and Transferable Skills</b>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√		√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√	√	√		√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li><b>K.U.: Knowledge and Understanding</b></li> <li><b>I.S.: Intellectual Skills</b></li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.: Practical / Professional Skills</b></li> <li><b>G.T.S.: General and Transferable Skills</b></li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				No. Week(s)	Marks %
			K.U.	I.S.	P.P.S.	G.T. S		
1	Midterm Exam (s)	√	√	√			8	30%
2	Final Exam	√	√	√			14 -15	40%
3	Quizzes	√	√	√			6 - 11	100%
4	Assignments	√		√		√	2-4-6-8-10-11-12	10%
5	Presentations	√						5%
6	Individual Projects (Stock rider website*)							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)	√				√		5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## IX. References

<b>Essential Textbooks</b>	Brown & Reilly, Analysis of Investments and Management of Portfolios..10 <sup>th</sup> edition
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Gitman, Fundamentals of investing
<b>Online Web Sites</b>	www.ekb.eg                      www.investopedia.com
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer	✓			
Internet	✓			
Printer				
Copier				
Moodle	✓	✓	✓	✓
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Heba Soror
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022



## I. Course Information

<b>Course Code</b>	<b>FIN 305</b>	<b>Course Name</b>	<b>Financial Markets</b>		
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Finance</b>		
<b>Department Offering the Course</b>	<b>Business Administration</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
<b>Course Prerequisite(s)</b>	<b>Corporate Finance 1 (FIN 201)</b>				
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

This course is designed to introduce students to the structure, operation, and regulation of modern financial markets. Well-functioning financial markets are essential for the effective allocation and employment of capital. It will consider the mechanisms that have evolved in the equity and debt markets to facilitate this allocation. Students will learn how the money market provides debt claims for short-term money management, how the equity and bond markets provide issuers with long-term financing, how newly created financial assets are introduced through the primary market, and how electronic and floor-based equity markets differ

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical Professional Skills /	General and Transferable Skills
a10, a12, a16	b9, b11	c12, c16, c17, c19	d4, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### e. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a10. Discuss how the financial markets integrate into the overall economic system.
- a11. Identify the main differences between primary and secondary markets.
- a12. Describe objectives of market regulation.
- a13. Discuss the different types of markets include equities, fixed income, derivatives, and alternative investments.
- a14. Explore the major types of securities, currencies, contracts, commodities, and real assets that trade in organized markets, including their distinguishing characteristics and major subtypes.
- a15. Define market order
- a16. Comprehend an understanding of security market index and the types of the indexes.
- a17. Describe market efficiency and related concepts, including their importance to investment practitioners.
- a18. Explain different causes and consequences of various issues, events and crises in the world of finance

#### f. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Contrast between primary markets and secondary markets.
- b2. Distinguish the characteristics and major subtypes of the financial markets.
- b3. Compute the rate of return for different types of orders.
- b4. Calculate the rate of return on a margin transaction, and the security price at which the investor would receive a margin call.
- b5. Calculate the value, price return, and total return of an index.
- b6. Differentiate between the three forms of the efficient market hypothesis.
- b7. Analyze causes and consequences of a given issues, events, crises facing financial markets.
- b8. Link financial crisis to the performance of financial markets.

**g. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Practice the empirical foundations upon which practices in financial institutions and markets are based and the factors that influence decision making within these contexts.
- c2. Interpret how securities, contracts, and currencies are traded in quote-driven, order-driven, and brokered markets.
- c3. Execute different types of orders
- c4. Interpret the value, price return, and total return of an index
- c5. Contrast weak-form, semi-strong-form, and strong-form market efficiency.
- c6. Use lessons learned from previous financial crisis to different institutional reforms that must be adopted to mitigate its adverse effects and prevent reoccurrence.

**h. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d5. Communicate effectively.
- d6. Acquire analytical reasoning skills, numeric and clear effective communication skills.
- d7. Manage tasks, time, and resources effectively.
- d8. Develop presentation skills.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1 – 2	Financial Markets: - Types and Regulations - Primary & secondary Markets	3	1	a1, a2, a3	b1	c1	d1 – d3
3 - 4	Financial Markets Structure and Types	3	1	a4, a5	b2	c2	d1 – d3
5 – 6	Market Orders	3	1	a6	b3, b4	c3	d1 – d3
7	The Stock Market indices	3	1	a7	b5	c4	d1 – d3
8	The Bond Market indices	3	1	a7	b5	c4	d1 – d3
9	<b>Midterm exam</b>						
10 - 11	Efficient Capital Markets	3	1	a8	b6	c5	d1 – d3
12	Case Study: Financial Crisis - Causes	3	1	a9	b7, b8	c6	d1 –d3
13	Case Study: Financial Crisis - Consequences	3	1	a9	b7, b8	c6	d1 –d3
14 – 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures					
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

- Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	% Marks
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	√	√	√			9	30%
2	Final Exam	√	√	√			14 -15	40%
3	Quizzes	√	√	√			4 - 12	10%
4	Assignments	√	√	√	√	√	10	10%
5	Presentations							
6	Individual Projects							

7	Research and Reporting	✓			✓	✓		5%
8	Teamwork Projects							
9	Practical Exam							
10	Others	✓				✓		5%
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S. :</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<p>Thalassinos, E., Pintea, M., &amp; Ratiu, P. I. (2015). The Recent Financial Crisis and Its Impact on the Performance Indicators of Selected Countries during the Crisis Period: A Reply.</p> <p>Fredric S. Mishikan, The Economics of Money, Banking, and Financial Market (10<sup>th</sup> ed.) Update edition, 2013.</p> <p><b>Frank J., and Franco M., (2003). Capital Markets, Institutions and Instruments. Third edition, Pearson.</b></p> <p><a href="https://www.academia.edu/22160549/Security_Market_Indexes_Chapter_5">https://www.academia.edu/22160549/Security_Market_Indexes_Chapter_5</a></p>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	<p>Ibrahim Onour, The Global Financial Crisis and Equity Markets in Middle East Oil Exporting Countries, 2009. Available at <a href="http://www.arabapi.org/images/publication/pdfs/295/295_wps1009.pdf">http://www.arabapi.org/images/publication/pdfs/295/295_wps1009.pdf</a></p> <p>Larry Harris, Trading and Exchanges: Market Microstructure for Practitioners, Library of Congress, 2003</p>
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓			
Printer				
Copier				
Moodle	✓	✓	✓	
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Mohamed Samir
- **Head of The Department:** Assistant Professor Ahmed Azmy
- **Date:** 18/7/2022

# Minor Marketing

## I. Course Information

<b>Course Code</b>	MKT 302	<b>Course Name</b>	Consumer Behavior																										
<b>Level</b>	3	<b>Specialization</b>	Marketing																										
<b>Department Offering the Course</b>	Business Administration																												
<b>Credit Hours</b>	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="4"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th>Practical</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td style="text-align: center;">-</td> </tr> <tr> <th colspan="4"><i>Contact Hours</i></th> </tr> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th>Practical</th> </tr> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td style="text-align: center;">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>				Total Credit Hours	Theoretical	Tutorial	Practical	3	3	1	-	<i>Contact Hours</i>				Contact Hours	Theoretical	Tutorial	Practical	4	3	1	-
<i>Credit Hours</i>																													
Total Credit Hours	Theoretical	Tutorial	Practical																										
3	3	1	-																										
<i>Contact Hours</i>																													
Contact Hours	Theoretical	Tutorial	Practical																										
4	3	1	-																										
<b>Course Prerequisite(s)</b>	Introduction to Marketing (MKT 201)																												
<b>Approval Date of Course Specification</b>	18/7/2022																												

## II. Overall Aims of the Course

This course will introduce the student to the influence that consumer behavior has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision-making. Topics include consumer and market segments, environmental influences, individual determinants, decision processes, information research and evaluation.



### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a3, a11	b5, b6, b10 b12	c2, c16	d1, d2, d3, d4, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Define the nature and scope of consumer behavior and its main concepts.
- a2. Describe how trends in Internet usage, green marketing, and cell phone usage affect consumer behavior.
- a3. Discuss how the traditional bases for segmentation can inform marketing strategy.
- a4. Explain the environmental factors that influence consumer decisions.
- a5. Identify the behavioral principles to effectively develop marketing strategies.
- a6. Mention how social, cultural, and family groups can affect consumer behavior.
- a7. Explain the decision-making process consumers go through when buying a product.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Differentiate between the different market segments and their impact on marketing strategies.
- b2. Evaluate the internal and external forces affecting the consumer behavior.
- b3. Interpret the effect of situational influences on consumer behavior.
- b4. Analyze the consumer learning processes and information acquisition.
- b5. illustrate factors that affect the acquisition and consumption and disposing of products and services.
- b6. Evaluate non-purchase elements of consumer behavior (such as shopping behavior, information processing, post-purchase behavior, consumer satisfaction, product disposal etc.).

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Apply knowledge and skills acquired to explore opportunities as future managers and entrepreneurs.
- c2. Investigate the insights gained from the theoretical concepts to real-world marketing practices and challenges.
- c3. Analyze the social, cultural, and family groups that can affect consumer behavior.
- c4. Assess the role of the Internet and mobile as part of multi-channel shopping.
- c5. Examine the different processes following the Purchase including use, evaluation, and in some cases satisfaction.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Work effectively and efficiently in teams.
- d2. Encourage critical thinking and communication skills (both written and verbal).
- d3. Develop intellectual and cognitive self-learning and development skills.
- d4. Communicate effectively with others.

**V. Course Matrix Content**

No. weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Course overview and Introduction to Consumer Behaviour	3	1	a1			
2 – 3	Consumer Behavior and Marketing Strategy <b>Readings: Ch. 1</b>	3	1	a2, a3	b1	c1	
4 – 5	Cross-Cultural Variations in Consumer Behavior <b>Readings: Ch. 2</b>	3	1	a4	b2	c2, c3	d1, d3
6 – 7	Internal Influences- Consumer Perception <b>Readings: Ch. 8</b>	3	1	a5	b2	c2	d1, d4
8	<b>Mid Term Exams</b>						
9	Project discussion	3	1	a1- a5	b1, b2	c1- c3	d1- d4
10-11	Consumer Needs and Motivation, Personality & Emotions <b>Readings: Ch. 10</b>	3	1	a5	b2		
12	Situational Influences <b>Readings: Ch. 13</b>	3	1	a6	b3-b5	c3	d2, d3
13	Consumer Decision Process & Problem Recognition <b>Readings: Ch. 14, 15, 16</b>	3	1	a7	b4-b6	c2	d1- d5
14-15	<b>Final exams</b>						
<b>Total Number of Teaching Weeks: 12</b>							
<ul style="list-style-type: none"> <li>• G.T.S: General and Transferable Skills</li> <li>• I.S: Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li>• P.P.S.: Practical / Professional Skills</li> <li>• K.U.: Knowledge &amp; Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√	√	√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%	
			K.U.	I.S.	P.P.S.	G.T.S.			
1	Written Midterm Exam	√	√	√			8	30%	
2	Written Final Exam	√	√	√			14, 15	40%	
3	Quizzes	√	√	√		√	4, 8, 13	10%	
4	Assignments	√		√		√	3, 13	10%	
5	Presentations	√						5%	
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects	√		√		√	√	12	5%
9	Practical Exam								
10	Others								
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>						

## IV. References

<b>Essential Textbooks</b>	Hawkins/Mothersbaugh, Consumer Behavior, building marketing strategy, 13th ed., McGraw-Hill, 2016.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Michael R. Solomon, Consumer Behavior: Buying, Having, and Being, Tenth Edition, 2013, Leon G. Schiffman and Joseph Wisenblit, Consumer Behavior, 11th edition, Pearson Education, 2015
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://guides.libraries.uc.edu/fue">http://guides.libraries.uc.edu/fue</a>
<b>Others (Specify)</b>	None

## IX. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓	✓		
Printer				
Copier				
Moodle	✓	✓		
Zoom	✓	✓		
Software Packages				
Laboratories				

**Course Coordinator:** Dr. Noha El – Sharawy

**Head of The Department:** Associate Professor Ahmed Azmy

**Date:** 18/7/2022

## I. Course Information

Course Code	MKT 303	Course Name	Marketing Research		
Level	3	Specialization	Marketing		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
	Contact Hours	Theoretical	Tutorial	Practical	
4	3	1	-		
Course Prerequisite(s)	Introduction to Marketing (MKT 201)				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

This course is based on a proactive approach to the management of marketing information and the application of that information to marketing decisions. It aims at providing students with valuable insights concerning markets, customers, products, and business strategy.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a5, a6, a8	b1, b12	c2, c4, c16	d1, d2, d3, d5, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Explain Basic marketing research concepts and describe the needs of marketing managers for marketing and market information.
- a2. Determine the objectives of the marketing research project.
- a3. Identify the type of research that will best help achieve the objectives.
- a4. Explain each stage of the marketing research process and the decisions that need to be made at each stage of the process.
- a5. Show and understanding of questionnaire design and sampling theory
- a6. Manage and execute serve framework
- a7. Describe questionnaire design and sampling theory.
- a8. Identify how to write a good marketing research proposal.
- a9. Write reports that convey marketing information simply and effectively and encourage marketing action.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b.1. Develop skills in the process of problem identification,
- b.2. Illustrate the appropriate marketing research techniques needed to achieve a research objective.
- b.3. Practice critical analysis and problem-solving competencies in marketing research
- b.4. Apply logical thinking to solve Marketing problems
- b.5. Interpret findings and make recommendations.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Display problem analysis skills and an ability to translate a management problem into a feasible research question.
- c2. Demonstrate a working knowledge of the concepts and methods of marketing research.
- c3. Design a research program to achieve a specific research objective.
- c4. Apply with an increased sensitivity the biases and limitations of marketing data.
- c5. Use examples from current events and real-world marketing situations to apply, illustrate, and discuss different marketing research problems.
- c6. Design a questionnaire.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Collaborate effectively by working as a part of a team, undertaking and managing teamwork tasks.
- d2. Communicate through oral presentations and written submissions to an informed audience.
- d3. Build writing, speaking and analytical skills
- d4. Develop critical thinking skills.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Introduction to Marketing Research and the Research Process	3	1	a1, a2, a4		c2 – c3	
2	The Role of Marketing Research in Marketing Decision Making	3	1	a1, a2			
3	Defining the marketing Problem	3	1	a3, a4	b1 – b3	c1	
4	developing an approach	3	1	a4	b1 – b3	c1	
5	Research Design	3	1	a3 – a4	b2	c3	
6	Marketing research Proposal	3	1	a7	b3	c3 – c4	
7	Questionnaire Design Process	3	1	a5	b4	c5 – c6	
8	<b>Mid- Term Exam</b>						
9-10	Sampling: Theory and Design	3	1	a5	b3	c4	
11	Data preparation / Report preparation and presentation	3	1	a5, a6	b4 – b5	c4	
12	Project Presentation	3					d1 - d4
14 - 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√		√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				10%
4	Assignments	√	√		√	√		10%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√				√	√	10%
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					



## IV. References

<b>Essential Textbooks</b>	Naresh K.Malhotra(2019) Marketing research, An Applied Orientation, Seventh edition , Pearson Education
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Coakes, Sheridan J., Steed, Lyndall, & Ong, Clara (2009), SPSS Version 16.0 for Windows: Analysis without Anguish. Milton: Wiley.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## IX. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓	✓		
Printer				
Copier				
Moodle	✓	✓		
Zoom	✓	✓		
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Heba Abdel wahab
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	MKT 304	<b>Course Name</b>	Integrated Marketing Communication		
<b>Level</b>	Third	<b>Specialization</b>	Marketing		
<b>Department Offering the Course</b>	Business administration department				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	3	3	1	-	
	<i>Contact Hours</i>				
	<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
4	3	1	-		
<b>Course Prerequisite(s)</b>	Introduction to Marketing (MKT 201)				
<b>Approval Date of Course Specification</b>	18/7/2022				

## II. Overall Aims of the Course

In this course students will study the use of promotional tools by business as well as their creation and management. The course provides an integrative approach to the study of the promotional mix, including advertising, publicity, personal selling, and sales promotion.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a11	b2, b12	c13	d1, d2, d3, d6, d8, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Explain the role of advertising and promotions as it relates to other marketing functions (e.g. branding, pricing, etc.)
- a.2 State the importance of integrated marketing communications and its impact on brand equity.
- a.3 Explain how to design effective marketing communication programs.
- a.4 Describe the various roles of an advertising agency and how they interact in a typical model of the advertising development process.
- a.5 Explore the advertising industry and the social environment in which it operates.
- a.6 Identify the key elements of the formulation, implementation and control of the media plan
- a.7 Describe the role of support media in the success of marketing communications

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze key issues in marketing communications within a given context.
- b2. Evaluate marketing information required to plan and manage integrated marketing communications campaigns
- b3. Analyze data to help in giving coherent recommendations that inform creative and effective marketing communications decisions.
- b4. Combine the essential ingredients in advertising campaign management

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Construct a basic promotional plan including explanations of positioning, targeting and segmentation.
- c2. Apply the basic rules in selecting advertising agencies.
- c3. Use media vehicles and media channels and construct a basic media plan for a promotional campaign.
- c4. Interpret creative executions in particular media such as print advertisements in terms of their likely target audience and intended market positioning.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Use appropriate techniques to solve problems.
- d2. Develop the ability to deliver clear ideas and concepts.
- d3. Establishes interpersonal skills such as, self-management, readiness to accept responsibility, flexibility, and time management.
- d4. Communicate effectively and clearly in written and oral formats.
- d5. Apply personal and interpersonal skills appropriate to being an effective member of a marketing team.

**V. Course Matrix Content**

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Introduction to Integrated Marketing Communications	3	1	a1, a2			
2	The Role of IMC in The Marketing Process	3	1	a1, a2	b1		
3	Emerging Trends in Marketing communications	3	1	a5	b1		
4	The promotional Mix	3	1	a3 – a6	a2 – b3		
5	The IMC Planning Process	3	1	a3 – a5 a6	b3 – b4		
6	Advertising Management Process and the agency selection	3	1	a4 – a5	b4		
7	Advertising Campaign Management	3	1	a3 – a4	b4		
8	<b>Mid- Term Exam</b>						
9	Overview of Media Planning	3	1	a6	b2 – b4		
10	Developing the Media Plan	3	1	a5 – a6	b4		
11	Developing, Implementing and evaluating Media Strategies	3	1	a5 – a6	b3 -b4		
12	The support media	3	1	a7	b4		
13	Final Project presentation	3	1			c1 –c4	d1– d4
14 - 15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√		√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

N o.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Week(s)	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			10%	
4	Assignments	√	√	√	√		10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√			√		10%	
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	George E.Belch and Micheal A.Belch (2018). Advertising and Promotions: An Integrated Marketing Communications Perspective .Mc Graw Hill
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Wells, Moriarty, and Burnett (2012) Advertising – Principles and Practice, 7th Ed. Pearson
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓	✓		
Printer				
Copier				
Moodle	✓	✓		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Heba Abdel wahab
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	MKT 306	<b>Course Name</b>	E-Marketing		
<b>Level</b>	Third	<b>Specialization</b>	Marketing		
<b>Department Offering the Course</b>	Business administration department				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	3	3	-	-	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
3	3	-	-		
<b>Course Prerequisite(s)</b>	Introduction to Marketing (MKT 201)				
<b>Approval Date of Course Specification</b>	18/7/2022				

## II. Overall Aims of the Course

This course will examine the concepts, strategies and applications involved in e-marketing, understand the background, current state and future potential of e-marketing, explore ethical and legal aspects of e-marketing, discuss integrating e-marketing strategies into marketing programs, gain exposure to e-marketing tools and best practices through "hands-on" application, describe e-marketing strategies for segmenting, targeting and positioning, review the 4Ps (Product, Pricing, Promotion and Place) in the context of e-marketing, and understand the role of customer relationship management (CRM) in e-marketing.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2	b12	c9, c16	d1, d2, d3, d8, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

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*On completing the course, the student should be able to:*

- a1. Explain the importance and the basic concepts of E-marketing and its role as a component of corporate activity.
- a2. Identify the key differences between Internet marketing and traditional marketing.
- a3. State the different elements of an organization's online marketplace that impact an organization's digital marketing strategy and execution.
- a4. Describe the online exchange process and the technological, social/cultural, legal and ethical context in which consumers participate in this process.
- a5. Describe marketing strategies of segmenting, targeting, positioning, and differentiation.
- a6. Discuss the appropriate e-marketing objectives and the implications of E-Marketing in customer relationships and other new trends.
- a7. Explain the concept of the 'integrated and alternative E- Marketing strategies.
- a8. Discuss the elements of the marketing mix in the context of e-marketing and how attributes, branding, support services, and labeling apply to online products.
- a9. State the buyer's and seller's view of pricing online and how marketers use the Internet for advertising, marketing public relations, sales promotions, direct marketing, and personal selling.

#### b. Intellectual Skills

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*On completing the course, the student should be able to:*

- b1. Illustrate the advantages, challenges, and new trends of digital marketing.
- b2. Evaluate techniques for reviewing the importance of different actors in the microenvironment: customers, intermediaries, suppliers, and competitors as part of the development of digital marketing strategy
- b3. Distinguish between Internet marketing, e-marketing, digital marketing, e-commerce, and e-business.
- b4. Relate Internet marketing strategy to marketing and business strategy.
- b5. Analyze the strategic issues, processes, policies, and techniques associated with doing business online.
- b6. Evaluate the relevance of the Internet to the customer-centric, multi-channel marketing concept.



**c. Practical / Professional Skills**

*On completing the course, the student should be able to:*

- c1. Apply conceptual knowledge and analytical skills to develop electronic marketing plan.
- c2. Analyze global and socio-cultural issues surrounding the adoption of internet.
- c3. Formulate e-marketing strategies that offer value to customers while increasing organizational competitiveness and profits.
- c4. Use the marketing mix elements of product, pricing, distribution, and marketing communications for a corporate E-Marketing strategy.
- c5. Assess how the Internet can be used in different marketing functions.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Encourage critical thinking and communication skills (both written and verbal).
- d2. Develop intellectual and cognitive self-learning and development skills.
- d3. Work effectively and efficiently in teams.
- d4. Communicate effectively with others.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Course Overview - Course Syllabus + Implementation Plan - General orientation about E-Marketing	3		a1	b1		
2	Introducing digital Marketing	3		a1	b1		
3	Introducing digital Marketing: - Relationship between traditional marketing and online marketing - Transactional marketing versus relationship marketing.	3		a2	b1		d1; d2
4	Online marketplace analysis; project guidelines	3		a3	b1; b2	c1	d3; d4
5	Online consumer behaviour	3		a4	b1; b2		
6	Digital marketing strategy - SWOT Analysis	3		a5	b3	c1; c2	d1; d2
7	Digital marketing strategy: Five benefits of e-marketing	3		a6	b4		
8	Strategy formulation; project discussion	3		a5-a7	b4	c1 – c3	d1...d4
9	<b>Mid-term Exams</b>						

10	Strategy formulation, cont'd - Content Marketing	3		a6,a7	b4	c3	d1; d2
11	The Internet and the digital marketing mix - The Online Offer - Product	3		a8	b.5		
12	The digital marketing mix, - Online Value - Distribution	3		a9	b5; b6		
13	- Promotion - Search engine marketing + Project submission	3		a9	b5, b6	c1 - c5	d1 – d4
<b>14 - 15</b>	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark-%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14; 15	40%
3	Quizzes	√	√	√			4; 8; 11	10%
4	Assignments	√	√	√	√	√	3; 6; 10	10%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√	√	13	10%
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## IX. References

<b>Essential Textbooks</b>	Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing-Strategy, Implementation and Practice, 7th ed., Pearson Education Limited, 2019.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Strauss, Judy & Frost, Raymond. E-Marketing, 7th ed. UK: Pearson Education Inc., 2014.
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> ;
<b>Others (Specify)</b>	<a href="http://guides.libraries.uc.edu/fue">http://guides.libraries.uc.edu/fue</a>

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet	√	√		
Printer				
Copier				
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Sahar Ahmed Nagaty
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	MKT 401	Course Name	Strategic Marketing																																
Level	Four	Specialization	Marketing																																
Department Offering the Course	Business administration department																																		
Credit Hours	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td colspan="2" style="text-align: center;">-</td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th colspan="2">Practical</th> </tr> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td colspan="2" style="text-align: center;">-</td> </tr> </tbody> </table>					<i>Credit Hours</i>					Total Credit Hours	Theoretical	Tutorial	Practical		3	3	1	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		4	3	1	-	
<i>Credit Hours</i>																																			
Total Credit Hours	Theoretical	Tutorial	Practical																																
3	3	1	-																																
<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
4	3	1	-																																
Course Prerequisite(s)	Introduction to Marketing (MKT 201)																																		
Approval Date of Course Specification	18/7/2022																																		

## II. Overall Aims of the Course

This Course focuses on how to develop competitive advantage through the drivers of shareholder value through focusing on delivering value to the business requires insight into changing marketplace and decisions regarding how to match organization's distinctive capabilities with promising value opportunities.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
A4, a11	b5, b12	c16	d1, d2, d3, d4, d5, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss the marketing strategy concepts and theories.
- a2. Integrate the elements of the different levels of strategy with a profound focus on the marketing strategy.
- a3. Identify the dimensions of dynamic market environments and the process of developing marketing strategies.
- a4. Explain the resource allocation models used in different organizations.
- a5. State the environmental key factors for understanding competitive dynamics.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the issues associated with planning, implementing, and controlling marketing strategies and programs.
- b2. Compare between different tools the organization use to gain competitive advantage in the marketplace.
- b3. Evaluate strategic options for a firm given an understanding of a segmented market context.
- b4. Use available data to justify evidence-based marketing strategy decisions.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Apply marketing strategy related knowledge and technical skills to resolve problems and make ethical decisions across a range of institutional, national, and global contexts
- c2. Use initiative, creativity, and judgement to plan and implement marketing strategy related professional projects.
- c3. Apply theoretical framework to real world marketing problems.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1 Build writing, speaking, discussion and analytical skills.
- d2 Apply personal and interpersonal skills appropriate to being an effective member of a marketing team.
- d3 Communicate effectively with different audiences, recognizing and respecting various norms
- d4 Develop skills of critical and reflective thinking.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Three Levels of Strategy: Similar Components but Different Issues	3	1	a1,a2	b1		
2	Marketing's Role in Formulating and Implementing Strategies	3	1	a1,a2	b1		
3	Formulating and Implementing Marketing Strategy— An Overview of the Process	3	1	a1,a2	b1		
4	Corporate Scope—Defining the Firm's Mission and objectives	3	1	a1-a3	b1 ,b2		
5	Corporate Growth Strategies	3	1	a5	b2, b3		
6	Allocating Corporate Resources	3	1	a4	b3, b4		
7	Strategic Decisions at the Business-Unit Level	3	1	a1, a2	b3 -b4		
8	<b>Mid – term Exams</b>						
9	How Do Businesses Compete?	3	1	a5	b1 -b2		
10	The Fit Between Business Strategies and the Environment	3	1	a3 – a5	b2 -b3		
11	Understanding Market Opportunities	3	1	a3 – a5	b2 -b3		
12	Targeting Attractive Market Segments	3	1	a5	b3 -b4		
13	Project presentation	3				c1 - c3	d1– d4
14 - 15	<b>Final Exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.</b> : Practical / Professional Skills</li> <li>• <b>K.U.</b> : Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√		√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs:

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Week(s)	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	40%
3	Quizzes	√	√	√				8%
4	Assignments	√	√	√	√			8%
5	Presentations	√			√	√		4 %
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√			√	√		10%
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References



<b>Essential Textbooks</b>	Orville C. Walker, Jr. and John W. Mullins (2014) Marketing Strategy: A Decision-Focused Approach, 8th Edition McGraw-Hill
<b>Course Notes</b>	Course Notes: are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Aaker, David (2011), Strategic Market Management (9th ed). USA: John Wiley & Sons.
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓	✓		
Printer				
Copier				
Moodle	✓	✓		
Zoom	✓	✓		
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Sahar Ahmed Nagaty
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

Minor – Management Information system  
Course Specification

## I. Course Information.

Course Code	MIS302	Course Name	E-Commerce		
Level	Third	Specialization	Management Information Systems		
Department Offering the Course	Management and Information System Department				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	1	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	-	1		
Course Prerequisite(s)	MIS 201				
Approval Date of Course Specification	7/9/2021				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Use Knowledge, Skills, practices, and competence in the field of E-commerce to evolve business
- Identify key elements of E-commerce infrastructure
- Evaluate the different E-commerce business models
- Discuss different marketing and advertising technologies
- Carry out a self-learning and research in E-Commerce

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a3, a5, a10, a11	b2, b3, b13, b14	c1, c5, c9, c12, c14	d2, d3, d6, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

**a. Knowledge and Understanding**

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*On completing the course, the student should be able to:*

- a1. Explain what E-Commerce is and describe different types of E-commerce.
- a2. Specify the Eight Unique Features of E-Commerce.
- a3. Describe E-Commerce Technologies (Packet switching – TCP/IP – IP Address – URL – Cloud Computing – Web 2.0).
- a4. Describe the e-commerce life cycle.
- a5. Specify the key elements of E-Commerce business models, and different B2C business models.
- a6. Discuss the different dimensions of E-Commerce Security.
- a7. Define different security threats, and how to secure E-commerce web sites.
- a8. Explain the social, mobile, and local marketing and advertising.

**b. Intellectual Skills**

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*On completing the course, the student should be able to:*

- b1. Analyze different E-commerce business processes and models.
- b2. Distinguish the appropriate practices that enable the organization to transform its business
- b3. Choose solutions for enhancing E-commerce systems in organizations
- b4. Suggest various security measures for E-commerce systems.
- b5. Appraise E-commerce, and marketing to achieve competitive advantages

**c. Practical / Professional Skills**

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*On completing the course, the student should be able to:*

- c1. Design and develop e-commerce website
- c2. Write report about the needed information to build e-commerce system.
- c3. Practice on how to Present e-commerce websites and apply different revenue models.

**d. General and Transferable Skills**

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*On completing the course, the student should be able to:*

- d1. Communicate effectively with others
- d2. Apply the English language fluency
- d3. Innovate creative development work techniques
- d4. Work within group

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Introduction to course Syllabus	3	1	a1			
2	What is E-commerce, The Difference Between E-commerce and E-business, E-commerce Technology Why Study E-Commerce?, Unique Features of E-commerce Technology	3	1	a1, a2			
3	Types of E-commerce Understanding E-commerce: organizing Themes- Case Study	3	1	a2	b2		
4	E-commerce Infrastructure (The Internet- TCP/IP Architecture and Protocol Suite Client/Server Computing - Cloud Computing -Web Servers and Web Clients- Web 2.0 Features and Services)	3	1	a3	b2		
5	E-commerce Presence Map, SWOT Analysis The Systems Development Life Cycle, Basic Functionality Needed for E-commerce	3	1	a4	b1	c1,c2	d1,d4
6	E-commerce Business Models, Eight Key Elements of a Business Model B2C Business Models	3	1	a5	b5	c1,c2	d1,d4
7	MT Revision	3	1	a1 - a5	b1 - b5	c1,c2	d1,d4
8	<b>Mid-term Exams</b>						
9	The E-commerce Security Dimensions of E-commerce security Threats in the E-commerce	3	1	a6	b4	c1,c2	
10	Tools Available to Achieve Site Security	3	1	a7	b4	c1,c2	d2,d3
11	-Social, Mobile, and Local Marketing and Advertising	3	1	a8	b5	c1,c2	d2,d3
12	Project Discussions	3	1			c1,c3	d2,d3
13	Revision	3	1	a1 – a8	b1 – b5		
14-15	<b>Final exams</b>						
<b>Total Number of Teaching Weeks: 12</b>							
**	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√			√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√		
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Weeks(s)	Mark%	
			K.U.	I.S.	P.P.S.	G.T.S.			
1	Written Midterm Exam	✓	√	√			8	30%	
2	Written Final Exam	✓	√	√			14 - 15	40%	
3	Quizzes	✓	√	√			7, 12	10%	
4	Assignments	✓		√		√	3, 7, 9, 11	10%	
5	Presentations	✓							
6	Individual Projects	✓							
7	Research and Reporting	✓							
8	Teamwork Projects	✓				√	√	12	10%
9	Practical Exam	✓							
10	Others								
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>				

## IX. References

<b>Essential Textbooks</b>	Kenneth Laudon & Carol Traver, E-Commerce: Business, Technology, Society, 16 <sup>th</sup> ed., 2021
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓	✓		
PC/Laptop	✓	✓		
Data-Show	✓	✓		
Laser Pointer				
Internet	✓			
Printer				
Copier				
Moodle	✓	✓		
Zoom	✓	✓		
Software Packages			✓	
Laboratories			✓	

- **Course Coordinator:** Assistant Professor Ghada Refaat
- **Head of The Department:** Assistant Professor Ghada Refaat
- **Date:** 18/7/2022



## I. Course Information

Course Code	MIS 303	Course Name	Database Systems		
Level	Third	Specialization	Management Information Systems		
Department Offering the Course	Management and Information System				
Credit Hours	<i>Credit Hours</i>				
	<b>Total Credit Hours</b> 3	<b>Theoretical</b> 3	<b>Tutorial</b> -	<b>Practical</b> 2	
Credit Hours	<i>Contact Hours</i>				
	<b>Contact Hours</b> 5	<b>Theoretical</b> 3	<b>Tutorial</b> -	<b>Practical</b> 2	
Course Prerequisite(s)	MIS201				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Explain basic database concepts and terminology
- Identify information needs within an organization
- Formulate user and organizational requirements for a database
- Design a conceptual model that satisfies these needs and requirements using a relational data / entity relationship model
- Design SQL queries for a relational database to satisfy users' information needs

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a10	b4, b14	c5, c12, c13, c14	d2, d3, d7, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Explain the importance of database systems and the difference between file management and database.
- a2. Define the basic concepts surrounding a relational database.
- a3. Describe the concept of the entity-relationship modeling.
- a4. Explain the normalization methods of database tables.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Distinguish attributes, components, relationships, patterns, main ideas, and errors.
- b2. Compare a range of solutions and critically evaluate and justify proposed design solutions.
- b3. Appraise a range of DB-solutions and critically evaluate them and justify proposed design and development solutions.
- b4. Formulate the structured language for database manipulation.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Draw Entity relationship diagrams
- c2. Recommend the appropriate database schema for the system
- c3. Design and implement a practical database system.
- c4. Apply appropriate database design methodology.
- c5. Use the (DBMSs) effectively.

#### d. General and Transferable Skills

*On completing the course, the student should be able to:*

- d1. Display an integrated approach to the deployment of communication skills.
- d2. Work effectively with database owners and for database users.
- d3. Strike the balance between self-reliance and seeking help when necessary.
- d4. Display personal responsibility by working to multiple deadlines concerning the course requirements.
- d5. Write and deliver coherent and structured technical reports.

## V. Course Matrix Content

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Introduction to Databases and Conceptual Modeling (Part 1)	3	2	a1	b2		d2
2	Introduction to Databases and Conceptual Modeling (Part 2)	3	2	a1	b2		d2
3	Database System Concepts and Architecture (Part 1)	3	2	a1, a2	b2	c5	d1, d2
4	Database System Concepts and Architecture (Part 2)	3	2	a1, a2	b2	c5	d1, d2
5	Data Modeling Using the Entity-Relationship Model (Part 1)	3	2	a3	b2, b3	c1 - c4	d3, d4
6	Data Modeling Using the Entity-Relationship Model (Part 2)	3	2	a3	b2, b3	c1 - c4	d3, d4
7	The Relational Data Model and Relational Database Constraints	3	2	a3	b2, b3	c1 - c4	d3, d4
8	<b>Mid-term Exams</b>						
9	Convert ERD to Schema	3	2	a3, a4	b3, b4	c3, c4	d4, d5
10	Basic SQL DDL	3	2	a4	b3, b4	c5	d5
11	Basic SQL DML (Part 1)	3	2	a4	b3, b4	c5	d5
12	Basic SQL DML (Part 2)	3	2	a4	b3, b4	c5	d5
13	Revision	3	2				
14-15	<b>Final exams</b>						
<b>Total Number of Teaching Weeks: 12</b>							
**	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions					√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√	√	√	√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes							
4	Assignments	√	√	√	√		10%	
5	Presentations							
6	Individual Projects	√	√	√	√		15%	
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (participation)	√					5%	
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## IX. References

<b>Essential Textbooks</b>	Ramez El Masri, Shamkant Navathe – Fundamentals of Database Systems – Pearson– 7 <sup>th</sup> edition – 2017
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓			
PC/Laptop			✓	
Data-Show	✓		✓	
Laser Pointer	✓		✓	
Internet	✓		✓	
Printer				
Copier				
Moodle	✓		✓	
Zoom				
Software Packages	✓			
Laboratories			✓	

- **Course Coordinator:** Assistant Professor Ahmed Sayed
- **Head of The Department:** Assistant professor Ghada Refaat
- **Date:** 18/7/2022

## I. Course Information

Course Code	MIS 306	Course Name	Systems Analysis and Design		
Level	Third	Specialization	Management Information Systems		
Department Offering the Course					
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours 3	Theoretical 3	Tutorial -	Practical 2	
Credit Hours	<i>Contact Hours</i>				
	Contact Hours 5	Theoretical 3	Tutorial -	Practical 2	
Course Prerequisite(s)	MIS 303				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Discuss systems' development life cycle.
- Identify systems' characteristics.
- Discuss IS project management.
- Analyze a problem and design an appropriate solution using a set of structured and object-oriented tools and techniques.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a9, a10, a11, a12, a13, a14	b2, b5, b13	c1, c2, c3, c5, c8, c9, c11, c12, c13, c15	d1, d2, d3, d4, d5, d6, d8, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss the steps of information systems development life cycle and the various tools for analysis, design, implementation, documentation, and project management.
- a2. Describe the tools and techniques of information system analysis and design.
- a3. Describe the interrelationship between employer, managers, employees, and workers in organization.
- a4. Identify principles and practices of business process modeling.
- a5. Explain the structured and object-oriented approaches covered by Unified Modelling Language (UML) that are used in information systems analysis and design.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Evaluate management information systems and suggest solutions for enhancing systems in organizations.
- b2. Design a proposal and a project plan for management information systems for various types of business types.
- b3. Design feasibility studies for management information systems projects.
- b4. Analyze system requirements using process and data modeling tools.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Use organizational resources (physical, financial, human....etc.) with the objective of its sustainable development.
- c2. Design systems and tools as response to information needs to enhance organization performance.
- c3. Develop strategic plan for management information systems integration and operation within organizations.
- c4. Gather data to analyze and define the functional and non-functional requirements of an information system.
- c5. Build structured and object-oriented models that will assist programmers to develop an information system.
- c6. Prepare proper documentation for each step of the software system development life cycle.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate effectively with others.
- d2. Respect teamwork.
- d3. Cope up with different presentations and discussion.
- d4. Innovate creative development work techniques.
- d5. Apply the English language fluency.

**V. Course Matrix Content**

Week No	Main Topic	Contact Hours: 5H Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)		
		Theoretical	Practical	K.U. I.S	P.P.S.	G.T.S
1	Introduction and overview	3		a1, a2		d3, d5
2	System, roles, and development methodologies	3	2	a2, a3	b1	c1 d3, d5
3	Project Management & Feasibility Study (Part 1)	3	2	a3	b2, b3	c1, c3, c6 d1- d3, d5
4	Project Management & Feasibility Study (Part 2)	3	2	a3	b2, b3	c1, c3, c6 d3, d5
5	Information gathering – interactive methods	3	2	a3	b4	c4, c6 d3, d5
6	Requirements Analysis and Data Flow Diagrams (Part 1)	3	2	a3	b4	c4, c6 d1- d3, d5
7	Requirements Analysis and Data Flow Diagrams (Part 2) and Revision	3	2	a4	b1	c2, c5, c6 d3- d5
8	<b>Midterm Exams</b>					
9	Analyzing Systems using Data Dictionaries	3	2	a4	b1	c2, c5, c6 d3, d5
10	Describing Process Specifications and Structured Decisions – Structured English – Decision Tables – Decision Trees	3	2	a5	b1	c2, c5, c6 d3- d5
11	Object –Oriented Systems Analysis and Design Using UML (Part 1)	3	2	a5	b1	c2, c5, c6 d3, d5
12	Object –Oriented Systems Analysis and Design Using UML (Part 2)	3	2			c2, c5, c6 d3, d5
13	Revision	3	2			
14-15	<b>Final Exams</b>					
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>		



## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√		√	√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√		√	√	√
9	Problem Solving	√		√	√	√
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Week(s)	Mark%	
			K.U.	I.S.	P.P.S.	G.T.S.			
1	Written Midterm Exam	√	√	√			8	30%	
2	Written Final Exam	√	√	√			14-15	40%	
3	Quizzes	√	√	√				15%	
4	Assignments	√	√	√	√	√		15%	
5	Presentations								
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects								
9	Practical Exam								
10	Others								
**	<b>K.U.:</b> Knowledge and Understanding <b>I.S.:</b> Intellectual Skills			<b>P.P.S.:</b> Practical / Professional Skills <b>G.T.S.:</b> General and Transferable Skills					

## IV. References

<b>Essential Textbooks</b>	Kendal and Kendal, Systems Analysis and Design, Pearson, 10 <sup>th</sup> ed., 2019.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	None
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a> <a href="http://www.practicalspoint.com/system-analysis-and-design/system-analysis-and-design-overview.htm">www.practicalspoint.com/system-analysis-and-design/system-analysis-and-design-overview.htm</a>
<b>Others (Specify)</b>	None

## IX. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	✓		✓	
PC/Laptop	✓		✓	
Data-Show	✓		✓	
Laser Pointer				
Internet	✓		✓	✓
Printer				✓
Copier				✓
Moodle	✓		✓	
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Associate professor Ahmed Sayed Salama
- **Head of The Department:** Assistant Professor Ghada Refaat
- **Date:** 18/7/2022

## I. Course Information

Course Code	MIS 307	Course Name	Operating Systems		
Level	Third	Specialization	Management Information Systems		
Department Offering the Course	Management and Information system				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	2	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
5	3	-	2		
Course Prerequisite(s)	MIS 303				
Approval Date of Course Specification	18/7/2022				

## II. Overall Aims of the Course

Upon completion of this course, students will be able to:

- Identify the fundamentals of operating systems concepts.
- Describe the different components of an operating system.
- Explain the concept of resources sharing, systems structures, process management, memory management strategies, and other related topics.
- Compare examples of many real-world operating systems to illustrate fundamental operating-system concepts.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a10	b11, b14	c12	d1, d4, d5, d6, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

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*On completing the course, the student should be able to:*

- a1. Describe an operating system and define its components.
- a2. Discuss operating system functions with their different types.
- a3. Explain inter-process communication methods in different operating environments.
- a4. Specify different design issues related to operating systems.
- a5. Explain how an operating system manages multithreading, processes, memory, and I/O devices.
- a6. Explain many real-world operating systems perform multithreading, process scheduling and memory management

#### b. Intellectual Skills

---

*On completing the course, the student should be able to:*

- b1. Compare between types of operating systems.
- b2. Evaluate different types of multithreading models.
- b3. Differentiate between different process management techniques.
- b4. Distinguish between different CPU scheduling algorithms.
- b5. Evaluate different techniques of memory management.

#### c. Practical / Professional Skills

---

*On completing the course, the student should be able to:*

- c1. Practice on different CPU scheduling and memory management algorithms and techniques.
- c2. Examine the performance of an operating system.
- c3. Practice on setup and tune the settings of different most popular real-world operating systems such as Linux.
- c4. Practice on how to perform process management, memory management, mass storage management using popular efficient operating systems such as Linux.

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Manage time effectively.
- d2. Develop intellectual and cognitive self – learning and development skills.
- d3. Use problem solving tools on individual and corporate levels.
- d4. Cope up with different presentations and discussion.
- d5. Innovate creative development work techniques.

**V. Course Matrix Content**

No. of weeks	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T. S
1	Course Overview and Syllabus Review	3	2	a1			
2	Introduction to operating systems (Part 1)	3	2	a1, a2	b1		
3	Introduction to operating systems (Part 2)	3	2	a1, a2	b1		d5
4	System Structures (Part 1) - Operating System Services (functions) - User Operating System Interface - System Calls	3	2	a1, a2, a4	b1	c2	
5	System Structures (Part 2) - Operating System Structure (MS-DOS, UNIX, Mac OS, Android) o Simple Structure o Layered Approach o Microkernel System Structure o Modules o Hybrid Systems Virtual Machines	3	2	a1, a2, a4	b1	c2	d1, d5
6	Process Concept (Part 1) - Process Concept Process Scheduling	3	2	a3, a4, a6	b1	c1	

7	Process Concept (Part 2) - Inter-process Communication Communications in Client-Server Systems	3	2	a3, a4, a6	b1	c1	d1 - d5
8	<b>Mid-term Exams</b>						
9	Multithreading Programming - Multicore Programming - Multithreading Models - Thread Libraries - Threading Issues Operating System Examples	3	2	a4- a6	b2	c2	d1 - d5
10	Process Scheduling (Part 1) - Basic Concepts - Scheduling Criteria - Scheduling Algorithms Thread Scheduling	3	2	a4,-a6	b3,b4	c1, c2, c4	
11	Process Scheduling (Part 2) - Multiple-Processor Scheduling - Real-Time CPU Scheduling Operating Systems Examples	3	2	a4,-a6	b3,b4	c1, c2, c4	d1 - d5
12	Memory Management Strategies (Part 1) - Background - Swapping - Contiguous Memory Allocation Segmentation	3	2	a4,-a6	b5	c1, c2, c4	d1 - d5
13	Memory Management Strategies (Part 2) - Paging - Structure of the Page Table Revision	3	2	a4,-a6	b5	c1, c2, c4	
14-15	<b>Final exams</b>						
<b>Total Number of Teaching Weeks: 12</b>							
**	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>K.U.:</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions	√			√	√
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√		
9	Problem Solving	√	√	√	√	
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes							
4	Assignments	√	√	√	√	√	3, 5, 12	25%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam	√			√	√		5%
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					



## IX. References

<b>Essential Textbooks</b>	Abraham Silberchatz, Operating System Concepts, Tenth Edition, Wiley, 2018.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Windows 10, Linux, Unix references, Android
<b>Online Web Sites</b>	<a href="https://en.wikipedia.org/wiki/Unix">https://en.wikipedia.org/wiki/Unix</a> <a href="https://en.wikipedia.org/wiki/Android">https://en.wikipedia.org/wiki/Android</a> <a href="https://en.wikipedia.org/wiki/Linux">https://en.wikipedia.org/wiki/Linux</a>
<b>Others (Specify)</b>	None

## IX. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board				
PC/Laptop	✓		✓	
Data-Show				
Laser Pointer	✓		✓	
Internet	✓		✓	✓
Printer				✓
Copier				✓
Moodle	✓		✓	
Zoom	✓		✓	
Software Packages	✓		✓	
Laboratories				

- **Course Coordinator:** Assistant professor Ahmed Sayed Salama
- **Head of The Department:** Assistant professor Ghada Refaat
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	MIS 401	<b>Course Name</b>	Decision Support Systems																		
<b>Level</b>	Fourth	<b>Specialization</b>	Management Information Systems																		
<b>Department Offering the Course</b>																					
<b>Credit Hours</b>	<p><i>Credit Hours</i></p> <table border="1"> <thead> <tr> <th>Total Credit Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th>Practical</th> </tr> </thead> <tbody> <tr> <td>3</td> <td>3</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p><i>Contact Hours</i></p> <table border="1"> <thead> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th>Practical</th> </tr> </thead> <tbody> <tr> <td>3</td> <td>3</td> <td>-</td> <td>-</td> </tr> </tbody> </table>					Total Credit Hours	Theoretical	Tutorial	Practical	3	3	-	-	Contact Hours	Theoretical	Tutorial	Practical	3	3	-	-
Total Credit Hours	Theoretical	Tutorial	Practical																		
3	3	-	-																		
Contact Hours	Theoretical	Tutorial	Practical																		
3	3	-	-																		
<b>Course Prerequisite(s)</b>	<b>MIS 201</b>																				
<b>Approval Date of Course Specification</b>	<b>18/7/2022</b>																				

## II. Overall Aims of the Course

**Upon completion of this course, students will be able to:**

- Describe the foundations and key issues of managerial decision making.
- Explain the main concepts of Decision Support System (DSS) and Management Sciences
- Discuss the knowledge needed to use management information system in different business processes to solve management problems and support decision in all managerial levels.
- Explain key areas contributing to DSS such as knowledge acquisition, expert systems, and knowledge base systems
- Practice the essential skills to design management information systems and suggest organization structures and business process for different business functions within organizations.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a2, a10	b1, b2, b4, b14	c3, c6, c9, c12	d1, d2, d4, d5, d6

### IV. Intended Learning Outcomes of the Course (ILOs)

#### e. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Discuss the complexity of today's business environment and describe how organizations survive and even excel in such an environment.
- a2. Identify the difficulties in managerial decision making today.
- a3. Discuss the foundations and key issues of managerial decision making.
- a4. Specify the major frameworks of computerized decision support: decision support systems (DSS) and business intelligence.
- a5. Describe the foundations, definitions, and capabilities of decision support systems (DSS) and business intelligence (BI)
- a6. Describe DSS components and technology levels.
- a7. Explain the importance of databases and database management.
- a8. Describe data mining as an enabling technology for business intelligence.
- a9. Explain the role of data warehouses in decision support.
- a10. Identify the major tools of computerized decision support.
- a11. Define data mining software tools.

#### f. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Analyze the scientific practices and approaches.
- b2. Interpret the different approaches of creative thinking.
- b3. Classify the various forms of mathematical and analytical approaches and their interpretations.
- b4. Develop analytical reasoning, and problem-solving skills.
- b5. Compare between methods, techniques tools ... etc.

#### g. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Apply the concepts of decision making and modeling as a problem-solving approach.
- c2. Apply business intelligent systems and methodologies to decision making.
- c3. Design and develop decision support systems for specific applications.
- c4. Select appropriate data mining tools and techniques

### h. General and Transferable Skills

*On completing the course, the student should be able to*

- d1. Communicate effectively with others.
- d2. Develop a range of fundamental research skills, through the use of online resources.
- d3. Innovate creative development work techniques.
- d4. Work in stressful environment and within constraints.
- d5. Cope up with different presentations and discussion skills.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction to course Syllabus (description, structure, assessment, & expected deliverables). Decision Support Systems, overview	3		a1, a2, a3, a5, a6		c1	d1, d2
2	Decision Support Systems and Business Intelligence	3		a1, a2, a5, a6	b1 - b3	c1, c2	d1 - d4
3	Decision Making, Systems, Modeling, and Support	3		a1, a2, a3, a5, a6	b3		d1 - d4
4	Decision Support Systems Concepts, Methodologies, and Technologies (Part 1)	3		a3, a4	b3 - b5	c2, c3	d1 - d4
5	Decision Support Systems Concepts, Methodologies, and Technologies (Part 2)	3		a3, a4	b3 - b5	c2, c3	d1 - d4
6	Decision Support Systems Concepts, Methodologies, and Technologies (Part 3)	3		a3, a4	b3 - b5	c2, c3	d1 - d4
7	Modeling and Analysis	3		a3, a4		c2, c3	d1 - d4
8	<b>Mid-term Exams</b>						
9-10	Modeling and Analysis	3		a3, a4		c2, c3	d1 - d4
11	Business Analytics and Data mining	3		a3, a4, a8	b3 - b5	c4	d1 - d4
12	Business Analytics and Data mining	3		a3, a4, a8	b3 - b5	c4	d1 - d4
13	Data Warehousing for Decision Support	3		a1, a2, a3, a4, a9, a10, a11	b1 - b3	c4	d1 - d5
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√			√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving	√			√	
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Week(s)	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes	√	√	√			5, 9, 10, 11	20%
4	Assignments	√	√	√	√	√	2,4,9	10%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>				<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## IX. References

<b>Essential Textbooks</b>	Turban et al, Decision Support and Business Intelligence Systems, 10th Edition, 2018
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Ian H. Witten & Eibe Frank, Data Mining: Practical Machine Learning Tools & Techniques, 3 <sup>rd</sup> Edition, 2011
<b>Online Web Sites</b>	<a href="http://www.plannerslab.com/">http://www.plannerslab.com/</a> <a href="https://www.cs.waikato.ac.nz/ml/weka/">https://www.cs.waikato.ac.nz/ml/weka/</a> <a href="https://www.knime.com/">https://www.knime.com/</a> <a href="https://rapidminer.com/">https://rapidminer.com/</a> <a href="https://orange.biolab.si/">https://orange.biolab.si/</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			
Data-Show				
Laser Pointer				
Internet	√			
Printer	√			
Copier	√			
Moodle	√			
Zoom				
Software Packages	√			
Laboratories				

- **Course Coordinator:** Assistant Professor Ahmed Sayed
- **Head of The Department:** Assistant Professor Ghada Refaat
- **Date:** 18/7/2022

Minor – Human Resources Management  
Course Specification



## I. Course Information

<b>Course Code</b>	<b>HRM 301</b>	<b>Course Name</b>	<b>Performance Management</b>		
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Human Resource Management</b>		
<b>Department Offering the Course</b>	<b>Business Administration</b>				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	<b>3</b>	<b>3</b>	<b>1</b>	<b>-</b>	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		
<b>Course Prerequisite(s)</b>	Introduction to Management - MGT 101 Introduction to Human Resources – HRM 201				
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>				

## II. Overall Aims of the Course

This course is designed to teach students to understand the achievement of superior standards of work through identifying the knowledge and skills required for performing jobs effectively inside the workplace. The course acquaints the students with necessary knowledge and skills to measure and evaluate performance

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a11	b12	c10	d1, d2, d4, d5, d6, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

---

*On completing the course, the student should be able to:*

- a1. Define performance management and performance appraisal.
- a2. Explain the aims and characteristics of performance management systems.
- a3. Describe the performance appraisal process.
- a4. Identify the performance management formal and informal methods.
- a5. Discuss the different techniques of data gathering.
- a6. Discuss the various approaches and methods of performance appraisal.
- a7. Determine performance appraisal errors and solutions.
- a8. Emphasize the developmental aspect of performance management

#### b. Intellectual Skills

---

*On completing the course, the student should be able to:*

- b1. Differentiate between performance management and performance appraisal.
- b2. Analyze the relationship between performance management systems and other HR systems.
- b3. Design the performance management process.
- b4. Interpret performance appraisal methods and approaches.
- b5. Choose the best techniques for performance appraisal interviews.
- b6. Suggest the best solution for performance appraisal errors.
- b7. Detect employees' developmental needs and suggest corrective actions.

#### c. Practical / Professional Skills

---

*On completing the course, the student should be able to:*

- c1. Design effective performance appraisal standards
- c2. Apply the performance evaluation analysis.
- c3. Prepare Performance appraisal methods
- c4. Present performance management results
- c5. Formulate performance development plans

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate performance results in interactive business discussions
- d2. Use the various appraisal methods.
- d3. Develop an improvement plan for an employee.
- d4. Work using Information Technology to Support Performance Management
- d5. Manage time effectively

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Ch1: An overview of Performance Management	3	1	a1	b1	c1	d4
2	Ch2: Performance Evaluation Systems	3	1	a2	b2	c2	d1-d5
3	Ch3: Performance Management process: Preparing & Setting targets	3	1	a3	b3		d1-d5
4	Ch4: Ongoing Performance Communication:	3	1	a3	b3		d1-d5
5	Ch5. Data Gathering, Observing and Documenting + Case Study	3	1	a5	b3		d1-d5
6 – 7	Ch6: Approaches & Methods to Evaluating Performance	3	1	a4, a6	b4	c3	d1-d5
8	<b>Mid-term Exams</b>						
9-10	Ch. 7 The performance Appraisal Interview	3	1	a4, a6	b5		d1-d5
11	Ch. 8 Performance Appraisal Errors	3	1	a7	b6	c4	d1-d5
12	Ch. 9 Improving performance	3	1	a8	b7		d3
13	<i>Discussions</i>	3	1	a1-a8	b1-b7		
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√		√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				No. Week(s)	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes	√	√	√			5, 11	5%
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√			√	√		15%
8	Teamwork Projects	√	√	√	√	√		10%
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Aguinis, Performance Management 4th Edition 2020.
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	Kevin R. Murphy, Jeanette N. Cleveland & Madison E. Hanscom, Performance Appraisal and Management © 2019 SAGE Publications
<b>Online Web Sites</b>	<a href="http://www.ekb.eg">www.ekb.eg</a>
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Noha Anan
- **Head of The Department:** Associate Professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	HRM 302	Course Name	Recruitment and Selection		
Level	3	Specialization	Human Resource Management		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	Introduction to Human Resources – HRM 201				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

This course aims at acquainting the students with basic knowledge needed to plan the acquisition of human resources based on anticipated corporate productivity needs, the provisions, impact of human rights, pay equity, employment equity, freedom of information measures. In addition, it provides the students with the main recruitment and selection techniques and their strengths and weaknesses.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a4, a11	b13	c1, c16	d3, d4, d5, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

- 
- a1. Explain the difference between recruitment and selection.
  - a2. Identify the various forms of internal and external recruitment.
  - a3. Mention suitable job advertisement for a vacancy.
  - a4. Discuss best practices methods for selecting applicants.
  - a5. Define objectives for human resources management strategy.
  - a6. Determine different types of interviews.
  - a7. Outline job matching for selecting applicants.
  - a8. Discuss psychometric tests.
  - a9. Discuss E-recruitment practices.

#### b. Intellectual Skills

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*On completing the course, the student should be able to:*

- b1. Interpret the various forms of external recruitment.
- b2. Evaluate the internal recruitment methods.
- b3. Design an effective job advertisement.
- b4. Analyze selection methods and techniques.
- b5. Choose best practice standards for human resource management strategy.
- b6. Differentiate between methods of interviews.
- b7. Suggest appropriate job matching techniques.
- b8. Compare between different types of psychometric tests.
- b9. Analyze the advantages and disadvantages of E-recruitment.

#### c. Practical / Professional Skills

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*On completing the course, the student should be able to:*

- c1. Design process for recruitment and selection.
- c2. Present job advertisement.
- c3. Relate the various types of job matching techniques.

#### d. General and Transferable Skills

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*On completing the course, the student should be able to:*

- d1. Use problem solving tools
- d2. Develop oral fluency skills.
- d3. Lead a team-building activity discuss how collaboration helped the team to be successful.
- d4. Manage time effectively.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S.	P.P.S.	G.T.S
1	Introduction to Recruitment and Selection		1		a1		
2	Internal Recruitment	3	1	a2	b1	c1	d1
3	External Recruitment	3	1	a2	b2	c1	d1
4 – 5	Job Advertisements + Project outline	3	1	a3	b3	c2	d1-d2
6	Case study		1	a5	b5	c1-c2	d1-d3
7	Project Discussion		1	a1-a5	b1-b5	c1-c2	d1-d2
8	<b>Mid-term Exams</b>						
9-10	Human Resources Selection Methods	3	1	a6	b6	c1	d2-d4
11	Job Matching	3	1	a7	b7	c3	d2-d4
12	Psychometric Tests	3	1	a8	b8		d2-d4
13	E-Recruitment	3	1	a9	b9		
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>G.T.S: General and Transferable Skills</li> <li>I.S: Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>P.P.S. : Practical / Professional Skills</li> <li>K.U. : Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials	√	√	√		√
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>K.U.: Knowledge and Understanding</li> <li>I.S.: Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>P.P.S.: Practical / Professional Skills</li> <li>G.T.S.: General and Transferable Skills</li> </ul>			



## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%	
			K.U.	I.S.	P.P.S.	G.T.S.			
1	Written Midterm Exam	√	√	√			8	30%	
2	Written Final Exam	√	√	√			14, 15	40%	
3	Quizzes								
4	Assignments	√	√	√	√	√	2,4,9	10%	
5	Presentations	√		√		√		5%	
6	Individual Projects								
7	Research and Reporting								
8	Teamwork Projects	√			√	√		15%	
9	Practical Exam								
10	Others								
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	<ul style="list-style-type: none"> <li>Stephen and Martin R. Edwards, Jane Bryson, Susan James and Ewart Keep, Recruitment and Selection, Wiley&amp;Sons 2015</li> <li><u>Ryan Hohman</u> (Author), <u>Mark Smeltzer</u> (Narrator), Six Figure Sales Recruiter: How to Attract, Recruit, Onboard &amp; Retain the World's Best Sales Talent– <u>Dream Starters Publishing</u> (Publisher).</li> </ul>
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	The Wiley Blackwell Handbook of the Psychology of Recruitment, Selection and Employee Retention (Wiley-Blackwell Handbooks in Organizational Psychology) 1st Edition
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Professor Ghadeer Badr
- **Head of The Department:** Associate professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	<b>HRM 303</b>	<b>Course Name</b>	<b>Human Resources Planning</b>																																
<b>Level</b>	<b>3</b>	<b>Specialization</b>	<b>Human Resource Management</b>																																
<b>Department Offering the Course</b>	<b>Business Administration</b>																																		
<b>Credit Hours</b>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="5"><i>Credit Hours</i></th> </tr> <tr> <th><b>Total Credit Hours</b></th> <th><b>Theoretical</b></th> <th><b>Tutorial</b></th> <th colspan="2"><b>Practical</b></th> </tr> </thead> <tbody> <tr> <td><b>3</b></td> <td><b>3</b></td> <td><b>-</b></td> <td colspan="2"><b>-</b></td> </tr> <tr> <th colspan="5"><i>Contact Hours</i></th> </tr> <tr> <th><b>Contact Hours</b></th> <th><b>Theoretical</b></th> <th><b>Tutorial</b></th> <th colspan="2"><b>Practical</b></th> </tr> <tr> <td><b>3</b></td> <td><b>3</b></td> <td><b>-</b></td> <td colspan="2"><b>-</b></td> </tr> </tbody> </table>					<i>Credit Hours</i>					<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>		<i>Contact Hours</i>					<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	
<i>Credit Hours</i>																																			
<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>																																
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<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>																																
<b>Course Prerequisite(s)</b>	Introduction to Human Resources – HRM 201																																		
<b>Approval Date Of course Specification</b>	<b>18/7/2022</b>																																		

## II. Overall Aims of the Course

This course introduces students to fundamental concepts of Human Resources planning and provides them with an understanding of the wide range of staffing activities within both commercial and industrial organizations. This course develops students' abilities to analyze and integrate the complex social, cultural and organizational factors influencing Human Resources planning and staffing

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a11	b1, b3, b13	c16	d2, d4, d5, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

*On completing the course, the student should be able to:*

- a1. Describe the practice and study of Human Resources Planning.
- a2. List the latest development in the field of Human Resources Management
- a3. Identify the required specialist knowledge and contemporary concepts in the areas of Human Resources Planning
- a4. Identify the role of Human Resources Planning research in the 21st century, its research and its impact increasing contribution on the local, regional, and international economy and the difference between them.
- a5. Distinguish Human Resources Planning from other forms of human resources practices.

#### b. Intellectual Skills

*On completing the course, the student should be able to:*

- b1. Discover the Human Resources Planning environmental challenges.
- b2. Analyze a company's Strategic plan that will be used to organize the material presented in the course.
- b3. Compare between quantitative methods and qualitative methods in HR forecasting.
- b4. Differentiate the roles and characteristics of HR forecasters.

#### c. Practical / Professional Skills

*On completing the course, the student should be able to:*

- c1. Examine solutions to Human Resources Planning problems in real world situations.
- c2. Apply internal and external factors or determinants that affect HRP.
- c3. Use Special Applications of Human Resources Planning (HRP at National Level, HRP at the Sectoral Level, HRP at the Industry Level, HRP at the Unit Level, HRP at the Departmental Level) such as web-based HR, Enterprise portals, self- service, HRIS

**d. General and Transferable Skills**

*On completing the course, the student should be able to:*

- d1. Communicate and lead effectively with others in the area of Human resources Management.
- d2. Manage different project oral discussion and build managerial skills in the field of Human resources Management through case studies such as (Forecasting for home support workers, Ontario power generation, HR planning at M&K)
- d3. Develop critical thinking techniques.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Chapter 1: Introduction to Human Resources Planning	3	-	a1			d1,d2
2	Chapter 2: Aligning HR with Strategy	3		a2	b1		
3 – 4	Chapter 3 The HR Forecasting Process	3		a3, a4	b3		
5	Chapter 4: Determine HR Demand	3		a1, a3	b4	c1, c2	
6	Chapter 5: Quiz 1+ Ascertaining HR supply	3		a1 -a4	b1, b2		
7	Ascertaining HR supply (cont)	3		a1 -a4	b1, b2	c1- c3	d1- d3
8	<b>Mid-term Exams</b>						
9-10	Chapter 6: Succession Management	3	-	a3	b2,b3	c3	
11	Chapter 7: Information technology for HR Planning	3	-	a1	b1		d2
12	Chapter 8: Quiz 2+ Downsizing and Restructuring	3	-	a3	b2,b4	c3	d3
13	Revision and Project discussions	3	-	a3	b1- b4	c2,c3	d3
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• G.T.S: General and Transferable Skills</li> <li>• I.S: Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• P.P.S. : Practical / Professional Skills</li> <li>• K.U. : Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures	√	√	√		√
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes	√	√	√				10%
4	Assignments	√	√	√	√	√		10%
5	Presentations	√			√	√		5%
6	Individual Projects	√			√	√		5%
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Gary Dessler, Human Resources Management, 12 <sup>th</sup> edition, Pearson Belcourt Mcbey, Strategic Human Resources Planning, 6 <sup>th</sup> edition, Nelson
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	The Handbook of Human Resource Planning: Practical Manpower Analysis Techniques for HR Professionals
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√			
PC/Laptop	√			
Data-Show	√			
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√			
Zoom	√			
Software Packages				
Laboratories				

- **Course Coordinator:** Professor Ghadeer Badr
- **Head of The Department:** Associate professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

Course Code	HRM 304	Course Name	Training and development		
Level	3	Specialization	Human Resources Management		
Department Offering the Course	Business Administration				
Credit Hours	<i>Credit Hours</i>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-	-		
Course Prerequisite(s)	Human Resources Planning (HRM 303)				
Approval Date Of course Specification	18/7/2022				

## II. Overall Aims of the Course

The course content identifies training and development needs through needs assessments, analysis of jobs and tasks to determine training and development objectives, developing appropriate training objectives, designing effective training and development programs using different techniques or methods



### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a3, a4, a11, a12, a14, a15, a16	b1, b2, b3, b5, b6, b7, b8, b9	c1, c2, c3, c4, c5, c7, c8, c15, c18	d1, d4, d8, d9, d10

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

- 
- a1. Define the concept and concept of training and development.
  - a2. Describe training need assessment process.
  - a3. Explain training and curriculum objectives.
  - a4. Identify training and development methods and plans.
  - a5. Discuss appropriate presentation aids for training and development.
  - a6. Explain training session and training outcomes.

#### b. intellectual skills

---

*On completing the course, the student should be able to:*

- b1. Interpret training and development process.
- b2. Analyze training task.
- b3. Design the most suitable curriculum for training.
- b4. Select the best training methods.
- b5. Differentiate between types of presentation aids.
- b6. Develop training plans formats.
- b7. Evaluate training learning outcomes and sessions.

#### c. Practical / Professional Skills

---

*On completing the course, the student should be able to:*

- c1. Prepare a framework for a training process.
- c2. Design task analysis.
- c3. Practice the best training methods.
- c4. Use the most valid presentation aids in training.
- c5. Apply training and development plans.
- c6. Report the training sessions and learning outcomes.

#### d. General and Transferable Skills

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*On completing the course, the student should be able to:*

- d1. Innovate a range of skills that can assist in future career.
- d2. Manage teamwork as well as oral and written communications.
- d3. Use the ability to think rationally and strategically as a decision maker.
- d4. Communicate effectively.

## V. Course Matrix Content

Week No	Main topics	Credit hours: 3h		course ILOS covered by topic (by ILO code)			
		theoretical	practical	K.U.	I.S	P.P.S.	G.T.S
1	<b>Chapter 1:</b> introducing communication training	3	-	a1	b1		d1
2	<b>Chapter 3:</b> conducting training needs assessment	3	-	a2	b2	c1	
3	<b>Chapter 4:</b> developing objectives and designing a curriculum	3	-	a3	b3	c2	d1, d2
4	<b>Chapter 5:</b> developing training content	3	-	a1	b1	c1	
5-6	<b>Chapter 6:</b> using training methods + project description	3	-	a4	b4	c3	d1, d2
7	<b>Chapter 8:</b> using presentation aids in training	3	-	a5	b5	c4	d1, d2
8	<b>Mid-term exams</b>						
9-10	<b>Chapter 9:</b> developing training plans	3	-	a4	b6	c5	d2,d3
11	<b>Chapter 10:</b> developing training session	3	-	a6	b7	c6	d1- d3
12	<b>Chapter 11:</b> assessing training learning outcomes	3	-	a6	b7	c6	d1- d3
13	project presentation + revision for final exam	3	-	a1-a6	b1-b7		d1- d3
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self - Learning (Project / Reading Materials/ Online Material / Presentations/ Research and Report)	√	√	√	√	√
7	Seminars					
8	Case Studies	√	√	√	√	√
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes	√	√	√				10%
4	Assignments	√		√	√	√		10%
5	Presentations							
6	Individual Projects	√			√	√		10%
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li>• <b>K.U.:</b> Knowledge and Understanding</li> <li>• <b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li>• <b>P.P.S.:</b> Practical / Professional Skills</li> <li>• <b>G.T.S.:</b> General and Transferable Skills</li> </ul>					

## IX. References

<b>Essential Textbooks</b>	Beebe, Motet, Roach, Training and development, communication for success, edition no 2 (2019)
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	The Handbook of Human Resource Planning: Practical Manpower Analysis Techniques for HR Professionals
<b>Online Web Sites</b>	None
<b>Others (Specify)</b>	None

## X. Tools and Facilities Required for Teaching and Learning

Facility	Lecture	Class	Lab	Admin
White Board	√	√		
PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer				
Internet				√
Printer				√
Copier				√
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Professor Ghadeer Badr
- **Head of The Department:** Associate professor Ahmed Azmy
- **Date:** 18/7/2022

## I. Course Information

<b>Course Code</b>	HRM 401	<b>Course Name</b>	Strategic Human Resources Management		
<b>Level</b>	Fourth	<b>Specialization</b>	Human Resources Management		
<b>Department Offering the Course</b>	Business Administration				
<b>Credit Hours</b>	<i>Credit Hours</i>				
	<b>Total Credit Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>	
	3	3	-	-	
	<i>Contact Hours</i>				
<b>Contact Hours</b>	<b>Theoretical</b>	<b>Tutorial</b>	<b>Practical</b>		
3	3	-	-		
<b>Course Prerequisite(s)</b>	Introduction to Human Resources Management (HRM 201) Strategic Management (MGT 401)				
<b>Approval Date Of course Specification</b>	18/7/2022				

## II. Overall Aims of the Course

This course refers to the proactive and systematic alignment of Human Resources systems, processes, policies, and practices with the mission and strategic objectives of the larger organization. Generally it will enable students to know the general levels and models of HR strategies and evaluate Human Resources strategies for the basis of selecting the appropriate and qualified employees.

### III. Program ILOs Covered by the Course

Program ILOs Covered by the Course			
Knowledge and Understanding	Intellectual Skills	Practical / Professional Skills	General and Transferable Skills
a11	b3, b10	c1, c16	d1, d2, d3, d6, d8

### IV. Intended Learning Outcomes of the Course (ILOs)

#### a. Knowledge and Understanding

- 
- a1. Discuss the process of forming, formulating, implementing, and evaluating strategic human resources management strategies.
  - a2. Define the basic concepts, principles and practices associated with human resources management strategy and employee value proposition.
  - a3. Identify the role of strategic human resources.
  - a4. Explain the benefits, challenges, and the process of the succession planning
  - a5. Explain reward systems

#### b. Intellectual Skills

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*On completing the course, the student should be able to:*

- b1. Analyze strategic recruitment and selection.
- b2. Relate employee value proposition.
- b3. Design training and development plan.
- b4. Evaluate the techniques of performance management.
- b5. Analyze the best practices of succession planning.
- b6. Compare rewards systems in different organizations.

#### c. Practical / Professional Skills

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*On completing the course, the student should be able to:*

- c1. Analyze strategic human resource management development methods.
- c2. Apply strategic recruitment and selection steps.
- c3. Present strategic reward system.
- c4. Prepare succession plan.

#### d. General and Transferable Skills

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*On completing the course, the student should be able to:*

- d1. Communicate effectively with other.
- d2. Use different project oral discussion.
- d3. Develop teamwork.
- d4. Manage time effectively.

## V. Course Matrix Content

Week No	Main Topic	Credit Hours: 3H		Course ILOs Covered by Topic (By ILO Code)			
		Theoretical	Practical	K.U.	I.S	P.P.S.	G.T.S
1	Strategic management and Strategic human resources linkage	3	-	a1	b2	c1	d1,d3
2	Introduction to Strategic human resource management	3	-	a1, a2	b1, b2	c1	d1
3	The role of Employee value proposition.	3	-	a2	b2	C2	d1
4	Strategic human resources management models	3	-	a2	b2	C4	d2
5	Dimensions of the human resources management strategies	3	-	a2	b2	C1	d2,d3
6	Strategic recruitment and selection.	3	-	a2	b1	c2	d 3
7	Training and development	3	-	a3	b3	c2	d2
8	<b>Mid-term Exams</b>						
9-10	Performance management.	3	-	a2 a3	b4	c3	
11	Succession planning	3	-	a4	b5	c4	
12	Total reward system and discussion	3	-	a5	b6	c3	d2-d4
13	Contemporary HR strategies & final revision	3	-	a 3	b5	c4	d1-d4
14-15	<b>Final exams</b>						
	<ul style="list-style-type: none"> <li>• <b>G.T.S:</b> General and Transferable Skills</li> <li>• <b>I.S:</b> Intellectual Skills</li> </ul>			<ul style="list-style-type: none"> <li>• <b>P.P.S. :</b> Practical / Professional Skills</li> <li>• <b>K.U. :</b> Knowledge and Understanding</li> </ul>			

## VI. Teaching and Learning Methods

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures	√	√	√		√
2	Discussions	√	√	√		√
3	Brain Storming	√	√	√		√
4	Tutorials					
5	Practical Lab Sessions					
6	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	√	√	√	√
7	Seminars					
8	Case Studies					
9	Problem Solving					
10	Interactive Online Lectures					
11	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
12	Others (Specify)					
**	<b>K.U.:</b> Knowledge and Understanding <b>I.S.:</b> Intellectual Skills		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>			

## VII. Teaching and Learning Methods for Special Needs

Course instructor provides extra online/face to face office hours, case studies, problem solving, for supporting special needs students.

## VIII. Assessment Methods, Schedule, and Marks Distribution

No.	Assessment Method	Selected Methods	Course ILOs Covered by method (By ILO Code)				Week(s) No.	Mark%
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Written Midterm Exam	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes	√	√	√				10%
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√			√	√		20%
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> <li><b>K.U.:</b> Knowledge and Understanding</li> <li><b>I.S.:</b> Intellectual Skills</li> </ul>		<ul style="list-style-type: none"> <li><b>P.P.S.:</b> Practical / Professional Skills</li> <li><b>G.T.S.:</b> General and Transferable Skills</li> </ul>					



## IX. References

<b>Essential Textbooks</b>	Charles R. Greer, Strategic human resource management –Strategic Human Resource Management, Second Edition
<b>Course Notes</b>	Slides of the Lectures is available on the Students Learning Management System (Moodle)
<b>Extra Recommended Books</b>	The Handbook of Human Resource Planning: Practical Manpower Analysis Techniques for HR Professionals
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PC/Laptop	√	√		
Data-Show	√	√		
Laser Pointer	√	√		
Internet	√	√		
Printer				
Copier				
Moodle	√	√		
Zoom				
Software Packages				
Laboratories				

- **Course Coordinator:** Dr. Omnia Abdel halim
- **Head of The Department:** Associate professor Ahmed Azmy
- **Date:** 18/7/2022