



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

MARKETING 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.

Marketing Mission:

The Marketing program at the Faculty of Commerce and Business Administration in Future University is committed to prepare a distinguished graduate scientifically, professionally, and ethically who is able to compete locally and regionally in the field of marketing management, excellence scientific research, and participate in community service and sustainable development

Program Objectives

Program objectives:

1. Developing students 'professional marketing capabilities and skills necessary to plan, implement and evaluate marketing activities.
2. Enhancing the students' research capabilities in the field of marketing.
3. Providing students with Knowledge, principles, ethics and marketing concepts necessary to deal in the local, regional and international markets.
4. Providing students with basic professional skills for market analysis.
5. Enhancing the students' ability to work within marketing or joint teams.
6. Equipping the students with a deep understanding of customers' needs and wants and how to satisfy them.

7. Assisting the students in formulating successful strategies for creating and developing a competitive advantage for the organization.
8. Developing the necessary knowledge and skills for community service.
9. Providing Students with the opportunity to gain experience of applying the concepts, ethics and approaches learned.

A-Basic Information

1. **Program title:** Marketing
2. **Program type:** Single
3. **Department offering the program:** Business Administration Department
4. **Date of program approval:** 2006
5. **Departments participate in the program:**
 - Accounting
 - Management Information Systems
 - University Requirements and Training Center:
 - English units
 - University requirements unit
6. **Date of program specification approval:**
 - Department council approval: 4/7/2022
 - Faculty council approval: 25/7/2022
7. **Program Coordinator:** Dr. Heba Abdel Wahab
8. **Program Internal evaluator:** Dr. Naglaa Diaa
9. **Program External evaluator:** Dr. Rania Abdel Rahman

B- Specialized Information

1- Program Aims

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

- A1.** Use suitable methods for promoting scientific thinking, problem solving techniques and marketing analysis techniques. (General ARS: 1.1)
- A2.** Employ knowledge, skills, practices and competencies in the marketing field related to corporate social responsibilities in a positive manner. (General ARS: 1.2)
- A3.** Formulate successful strategies needed in analyzing and developing competitive advantages in organization. (General ARS: 1.2)
- A4.** Design business processes, solving management problems, supporting business decisions and practicing marketing activities in profit and non-profit organizations. (General ARS: 1.2)
- A5.** Communicate effectively and efficiently with the surrounded community. (General ARS: 1.3)
- A6.** Work within marketing or multi-disciplinary teams (General ARS: 1.3)
- A7.** Practice the essential skills that help in coping with the new international management trends and its impact on planning, implementation, evaluation of the marketing practices. (General ARS: 1.4)
- A8.** Comprehend the knowledge, principles, and concepts of marketing in the context of current and emerging marketing realities. (General ARS: 1.4)
- A9.** Sustain continuing education knowledge and skills to develop marketing practices. (General ARS: 1.5)
- A10.** Demonstrate integrity and ethical, standards and practices in all designated marketing responsibilities, tasks, and duties. (General ARS: 1.6)
- A11.** Prepare marketing feasibility studies, plans and projects evaluation. (General ARS: 1.7)
- A12.** Utilize information technology in marketing practices. (General ARS: 1.8)

2- Intended Learning Outcomes (ILOs):

a. Knowledge and Understanding:

- **Marketing General ILOs:**

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

- a1. Describe different management organizational types, 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 recent developments, new trends and contemporary issues in business and marketing practices. (General ARS: 2.3)
- a4. Explain the concepts, principles, and theories related to business and marketing practices. (General ARS: 2.4)
- a5. Relate other social sciences relevant to business discipline. (General ARS: 2.5)
- a6. Identify the research methodology, analysis, and statistical techniques. (General ARS: 2.6)
- a7. Explain the interdisciplinary approaches and concepts between marketing and other social sciences. (General ARS: 2.7)
- a8. Express all the ethical and disciplinary considerations in the field of business. (General ARS: 2.8)

- **Marketing Specific ILOs:**

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

- a9. Identify customer needs and wants and the factors impacting them (MKT ARS: 2.9)
- a10. Describe the concepts and processes that the organization need in developing and improving products and services mix. (MKT ARS: 1.10)
- a11. Discuss the integrated marketing communication tools processes, plans and its applications of domain of branding. (MKT ARS: 1.10)

- a12. Comprehend E-marketing concepts, tools and applications that help in building competitive advantages in network economy. (MKT ARS: 1.10)
- a13. Explain the role of key technologies such as digitally based media and customer relationship databases in marketing process and practices. (MKT ARS: 1.10)
- a14. Develop marketing strategies needed for business sector taking into considerations stakeholders' value. (MKT ARS: 1.11)
- a15. Identify the nature of marketing research tools, processes, methods and applications. (MKT ARS: 1.12)
- a16. Describe the tools and methods of generating ideas and development of new product processes. (MKT ARS: 1.13)
- a17. Discuss the relationship between marketing mix elements and how they impact the organizational objectives. (MKT ARS: 1.14)
- a18. Identify the nature of local, regional and global markets (MKT ARS: 1.15)
- a19. Explain the scope and function of international marketing theory and impact of culture in international marketing practices. (MKT ARS: 1.15)

b. Intellectual Skills:

- **Marketing General ILOs:**

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. (ARS: 4.1)
- b2. Interpret the different approaches of creative thinking. (ARS: 4.2)
- b3. Evaluate critically the positive approaches and the negative drawbacks related to business contemporary issues. (ARS: 4.3)
- b4. Analyze numerical data and its interpretation. (ARS: 4.4)
- b5. Choose the appropriate practices that enable the organization to transform threats to opportunities in the business field. (ARS: 4.5)

b6. Integrate the subjective viewpoints in an objective scientific manner supported by business reports, financial data, and research findings, in the business discipline. (ARS: 4.6)

• **Marketing Specific ILOs:**

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

b7. Analyze and explain the information needed for marketing decision making (MKT ARS: 3.7)

b8. Link marketing concepts and knowledge with real world projects and/or work. (MKT ARS: 3.7)

b9. Analyze customer needs and wants (MKT ARS: 3.8)

b10. Evaluate marketing models and processes in marketing practices. (MKT ARS: 3.9)

b11. Integrate a range of marketing decision areas to solve management problems (MKT ARS: 3.9)

b12. Select the suitable qualitative and quantitative analysis in marketing situation (MKT ARS: 3.10)

b13. Analyze market and relationship between different organization (MKT ARS: 3.11)

b14. Interpret marketing research findings (MKT ARS: 3.12)

b15. Design the marketing mix to cope with marketing environmental data (MKT ARS: 3.13)

b16. Identify the new trend in marketing and their impact on organization strategies (MKT ARS: 3.13)

b17. Relate the different elements of internet marketing that impact organization (MKT ARS: 3.13)

c. Professional and Practical Skills:

- **Marketing General ILOs:**

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

- c1. Use organizational resources effectively and efficiently (physical, financial, human.... etc.) with the objective of its sustainable development. (ARS: 3.1)
- c2. Conduct different market research studies and analysis. (ARS: 3.2)
- c3. Examine different information sources and their validity. (ARS: 3.3)
- c4. Analyze the various statistical data and interpret their economic and social indications. (ARS: 3.4)
- c5. Design management, accounting and insurance information systems related to various business disciplines. (ARS: 3.5)
- c6. Employ the appropriate scientific methods in solving problems (ARS: 3.6)
- c7. Appraise the performance of different organization, business monitoring and management control technique. (ARS: 3.7)
- c8. Prepare business reports in a scientific manner. (General ARS: 3.8)
- c9. Practice computer applications and information technology in the various business disciplines (ARS: 3.9)
- c10. Use financial data, appraisal reports and other business reports for developing and improving organization performance. (ARS: 3.10)

- **Marketing Specific ILOs:**

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

- c11. Prepare marketing studies and market research using appropriate scientific methodology. (MKT ARS: 2.11)
- c12. Use appropriate scientific tools and methods for analyzing marketing studies. (MKT ARS: 2.12)
- c13. Interpret marketing data correctly to support management decision making and evaluation. (MKT ARS: 2.12)

- c14.** Evaluate complex data and information to make sound judgements in selecting markets, entry strategies and appropriate marketing mix in the context of local, regional and global markets (MKT ARS: 2.12)
- c15.** Develop strategic and operational marketing plans using marketing tools, technologies and processes that accomplish the organization objectives. (MKT ARS: 2.13)
- c16.** Evaluate marketing performance and monitor the implementations of marketing plans. (MKT ARS: 2.14)
- c17.** Practice marketing project management. (MKT ARS: 2.15)
- c18.** Prepare marketing feasibility studies. (MKT ARS: 2.16)
- c19.** Use communication techniques to build relationship with customers. (MKT ARS: 2.17)

d. General and Transferable Skills:

- **Marketing General ILOs: General & Transferable Skills**

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

- d1.** Manage time effectively. (ARS:5.1)
- d2.** Communicate effectively with others. (ARS:5.2)
- d3.** Respect teamwork. (ARS: 5.3)
- d4.** Participate in continuous professional development and lifelong learning through developing intellectual and cognitive skills. (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. (ARS: 5.6)
- d7.** Enhance self and stress management skills. (ARS: 5.7)
- d8.** Implement creative, innovative, and continuous work techniques. (ARS: 5.8)
- d9.** Retrieve different scientific terminologies related to business practices. (ARS: 5.9)
- d10.** Use English language properly in all discussions, research, and presentations. (ARS: 5.10)

3- Academic Standards:

- **The academic reference standards (ARS) Marketing:** The department has built an Academic Reference Standards (ARS) for the Marketing Program approved by the Business administration department September 2016, and by the faculty council No. 36 October 2016. (**Appendix No. 1**)
- **Comparison of program aims and ILOs with academic reference standards (ARS) for Marketing:** The aims and *ILOs* of the program cover the academic reference standards in Marketing. (**Appendix No. 4**)

4- Academic References standards (Benchmarks) (appendix 2)

- National Academic Reference Standards for faculties of commerce sector
- National Academic Reference Standards for business administration program.
- National Academic Reference Standards for Economic and Administration Sciences, Syria 2011.

5 - Program structure and contents:

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

b-Program structure:

- Actual hours: Theoretical (130), Practical (23), Total (153)
- Total credit hours: (130)

Courses		ARS	Program	
No.	Sciences Nature	%	Credit Hours	%
1	Basic Sciences	25%	33	25.5%
2	Humanities & Social Sciences	12.5%	15	11.5%
3	Specialization Courses	50%	67	51.5%
4	Sciences left to colleges	12.5%	15	11.5%
	Total	100%	130	100%

***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, CSC101, REM 101, ECN 101, ECN 201)

***Basic Sciences:** Rest of faculty requirements

***Summer training:** 6 weeks at the end of the 2nd and 3rd year – 3 weeks 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	-

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

Course Code	Course Title	Prerequisite	Credit hours
MKT201	Introduction to Marketing	MGT101	3
SAT201	Advanced Statistics	SAT101	3
ECN201	Money and Banking	ECN102	3
HRM201	Introduction to Human Resources Management	MGT101	3
MGT401	Strategic Management	MGT101	3
MGT402	Feasibility Studies	ECN101, MGT101	3
Total Credit Hours			63 hours

3. Specialization core courses: (40 Credit Hours)

Compulsory Courses

Course Code	Course Title	Prerequisite
MKT301	Service Marketing	MKT201
MKT302	Consumer Behavior	MKT201
MKT303	Marketing Research	MKT201
MKT304	Integrated Marketing Communication	MKT201
MKT305	International Marketing	MKT303
MKT306	E-Marketing	MKT201
MKT401	Strategic Marketing	MKT201
MKT402	Sales Management	MKT201
GMK401	Graduation Project 1	REM101, SAT201
GMK402	Graduation Project 2	GMK401
	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
MKT307	Green Marketing	MKT201
MKT308	Marketing Distribution Channels	MKT201
MKT403	Customer Relationship Management	MKT302
MKT404	Public Relations Management	MKT201
MKT405	Enterprise Marketing Management	MKT302

4. Minor Courses: (15 Credit Hours)

Students can choose one of the following minors

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		HRM201
HRM303	Human Resources Planning	3	3		HRM201
HRM304	Training and Development	3	3		HRM303
HRM401	Strategic Human Resources Management	3	3	1	HRM201, MGT401

List of Minor Courses/ Finance Minor

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

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/ 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		
Total Credit Hours: 15 Hours					

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
Total Credit Hours: 15 Hours					

Level Two – Fall

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

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
Total Credit Hours: 12 Hours					

Level Three - Fall

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

Level Three - Spring

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

Level Four - Fall

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

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		GMK401
MKT401	Strategic Marketing	3	3	1	MKT201
MKT402	Sales Management	3	3	1	MKT201
	Minor (5)	3	3		
	Elective (4)	3	3		
Total Credit Hours: 17 Hours					

6- Course Contents:

Review Appendix (6): Program ILOs vs. Courses matrix

Review Appendix (7): Course Specifications

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 enrolment 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:

- **Requirements for Graduation**

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 seven credit hours.

- **Academic Advising and Registration**

The Faculty assigns academic advisors from the staff to each group of students. The academic advisors guide students in the selection of courses and the field of study during their four academic years. The academic advisor's guidance is optional. The student is responsible for the final selection of courses and field of study. Registration of courses during the period of registration as announced in the academic calendar is mandatory. Students could only register courses which they successfully completed their prerequisites.

- **Class Levels**

Class level of each student is determined by the total number of credit hours the student have earned. The student would select his/ her Major starting with third academic year after earning minimum of 54 credit hours.

- **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**
- **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 for the summer semester normal load shall not exceed 7 credit hours (9 credit hours in case of graduation). Students who are eligible to register an academic overload of additional 3 hours, must have a CGPA of not less than 3.5 an in non-graduation cases and a CGPA of 2.0 in graduation cases subject to the Faculty's approval.

- **Attendance and Absence**

- The student must attend not less than 75% of the lectures in a registered course to enter the final exam. If the student exceeds the percentage of absence (greater than 25%) in any of the courses he has registered, the faculty has the right to deprive him from entering the final exam after a written warning.
- If the student is absent from the final exam of any course without an acceptable excuse, he is given grade (F) in the course. If, however, the absent student submits within two days the exam date a compelling excuse accepted by the Faculty, an incomplete grade (I) will be given for this course on the condition that he has not been deprived from entering the final exam for this course.
- A student who obtains an incomplete grade has the opportunity to take the final exam of this course, maximum during the first week of the next semester.
- In case of incomplete grading the grade is calculated by adding the final exam grade in addition to the grades previously obtained during the semester.

- **Grading scheme**

Each instructor evaluates students' activities during the semester (attendance, semester exams, assignments and mid – terms.....etc) in addition to a final written exam at the end of the semester. The student's course work represents 60% of the total course grades while the final exam represents 40% of the total

course grades, 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 a 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:

$$\text{GPA} = \frac{\text{Total of (Grade} \times \text{Number of Credit Hours for each course)}}{\text{Number of Credit Hours received during study year}}$$

9 – Evaluation of the students in the program

Method	Corresponding ILOs
Written examination	<ul style="list-style-type: none"> • Knowledge and Understanding • Intellectual Skills
Course work activities Assignments, quizzes, individual and teamwork projects, Research, and reports.	<ul style="list-style-type: none"> • Knowledge and Understanding • Intellectual Skills • Professional and Practical Skills • General and Transferable Skills
Graduation Project	<ul style="list-style-type: none"> • Knowledge and Understanding • Intellectual Skills

	<ul style="list-style-type: none"> • Professional and Practical Skills • General and Transferable Skills
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10- Evaluation of the program

Evaluator	Method	Sample
Senior Students	Questionnaires	Not less than 25%
Alumni	Questionnaires	Not less than 25%
Stakeholders	Questionnaires /Interviews	Representative for all sectors
External Reviewers	Reports	Reports 1-2
Internal Reviewers	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.

Program Coordinator: *Dr. Heba Abdel Wahab*

Head of the department: *Associate Professor Ahmed Azmy*

Date: *25/7/2022*

Appendices

Appendix (1) Academic References for Marketing Program

المعايير الأكاديمية المرجعية
لبرنامج بكالوريوس التسويق
كلية التجارة وإدارة الأعمال
جامعة المستقبل

أولاً: المعايير القومية الأكاديمية القياسية لقطاع كليات التجارة

- ١- المواصفات العامة لخريج كليات التجارة
يجب أن يكون خريج كلية التجارة قادراً علي:
 - ١/١ استخدام المنهج العلمي في التفكير وحل المشكلات.
 - ٢/١ توظيف المعارف والمهارات المكتسبة في مجال التخصص لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.
 - ٣/١ التواصل والاتصال الفعال بالآخرين .
 - ٤/١ التفاعل مع المستجدات والمتغيرات العالمية واستشراف طبيعة وتأثير ذلك المستجدات والمتغيرات على مجال تخصصه.
 - ٥/١ التعليم المستمر لتطوير المعارف والمهارات المهنية المرتبطة بمجال التخصص.
 - ٦/١ الالتزام وتحمل المسؤولية وإنجاز الأعمال المسندة إليه بما يتفق مع القواعد القانونية والمعايير الأخلاقية والمهنية.
 - ٧/١ إعداد دراسات جدوي المشروعات وتقييم المقترحات الاستثمارية.
 - ٨/١ استخدام الحاسب الآلي وتكنولوجيا المعلومات.

٢- المعرفة والفهم

- يجب أن يكون الخريج قد اكتسب المعارف وقادراً علي فهم :
- ١,١ الأشكال والأنواع المختلفة لمؤسسات الأعمال والسمات المميزة لكل منها.
 - ٢,١ البيئات المختلفة التي تعمل فيها المنظمات وأساليب التعامل معها.
 - ٣,١ التطورات والاتجاهات الحديثة والقضايا المعاصرة المرتبطة بمجال التخصص.
 - ٤,١ المبادئ الأساسية والنظريات والاتجاهات والمدارس الفكرية في مجال التخصص.
 - ٥,١ العلوم وثيقة الصلة بالتخصص الذي يدرسه الطالب.
 - ٦,١ مناهج البحث العلمي وأدواته وأساليب القياس والتحليل.
 - ٧,١ التكامل بين العلوم التجارية وغيرها من العلوم الاجتماعية.
 - ٨,١ أخلاقيات الأعمال والممارسة المهنية في مجال التخصص.

٣- المهارات الذهنية

- يجب أن يكون الخريج قادراً علي :
- ١,٢ التحليل والاستنتاج وإتباع المنهج العلمي في التفكير.
 - ٢,٢ تطبيق أسس ومبادئ التفكير الإبتكاري.
 - ٣,٢ النقد والتمييز واكتشاف العناصر الإيجابية والسلبية في المسائل والقضايا المطروحة .

- ٤,٢ التعامل مع الأرقام وتحليلها وتفسير مدلولاتها.
٥,٢ التعامل الإيجابي مع المواقف المختلفة بما يمكن من تحويل التهديدات إلى فرص.
٦,٢ عرض الأفكار ووجهات النظر بوضوح وابداء الرأي بأسلوب علمي مدعم بالأدلة و الموضوعية.

٤- المهارات المهنية

يجب أن يكون الخريج مكتسباً للمهارات المهنية التالية:

- ١,٣ التوظيف الفعال للموارد المادية والبشرية والموارد الأخرى وتنميتها والمحافظة عليها.
٢,٣ القيام بدراسات وتحليل الأسواق.
٣,٣ البحث عن مصادر المعلومات والتحقق من صدقها.
٤,٣ جمع البيانات والإحصائيات وتحليلها وتفسيرها وما تعكسه من مؤشرات اقتصادية واجتماعية.
٥,٣ تصميم وتشغيل النظم الإدارية والمحاسبية والتأمينية كل في مجال تخصصه.
٦,٣ استخدام الأساليب العلمية في حل المشكلات العلمية.
٧,٣ أسس ومبادئ الرقابة وتقييم الأداء.
٨,٣ إعداد وعرض وتفسير التقارير في مجال التخصص بأسلوب علمي.
٩,٣ استخدام تطبيقات الحاسب الآلي وتكنولوجيا المعلومات في مجال التخصص .
١٠,٣ استخدام وتوظيف نتائج البحوث والدراسات في تطوير العمل وتحسين مستويات الأداء.

٥- المهارات العامة و المنقولة

يجب ان يكون الخريج مكتسباً للمهارات العامة التالية:

- ١-٤ الإدارة الفعالة للوقت .
٢-٤ الاتصال الفعال والتأثير في الآخرين.
٣-٤ العمل الجماعي.
٤-٤ التنمية المعرفية والفكرية والتعلم الذاتي المستمر.
٥-٤ استخدام أساليب حل المشكلات على المستوى الفردي أو المؤسسي بكفاءة عالية.
٦-٤ العرض والتقديم والحوار.
٧-٤ إدارة الذات والتعامل مع ضغوط العمل.
٨-٤ الابتكار والتطوير والتحسين المستمر في العمل.
٩-٤ استخدام المصطلحات الفنية ذات الصلة بموضوعات البرنامج.
١٠-٤ الإلمام بإحدى اللغات الأجنبية واسعة الانتشار.

ثانياً: الهيكل العام لبرنامج التسويق

يتكون الهيكل العام لبرنامج البكالوريوس في التجارة وإدارة الأعمال تخصص تسويق والذي تقدمه كلية التجارة وإدارة الأعمال بجامعة المستقبل من أربع مجموعات من المقررات على الوجه التالي:

م	طبيعة العلوم	المعايير الأكاديمية المرجعية	
		ساعات معتمدة	%
١	مقررات العلوم الأساسية	13	25.5%
٢	مقررات العلوم الاجتماعية والإنسانية	5	11.5%
٣	مقررات علوم التخصص	22	51.5%
٤	مقررات علوم أخرى (حاسب - لغة)	6	11.5%
	الإجمالي	130	100%

- التدريب الميداني : تدريب ميداني لطلاب الفرقتين الثانية والثالثة لمدة ٣ أسابيع في كل فرقة

ثالثاً: المعايير الأكاديمية المرجعية لبرنامج التسويق

١- المواصفات العامة لخريج كليات التجارة
يجب أن يكتسب خريج برنامج التسويق المواصفات العامة لخريج كليات التجارة السابق ذكرها

٢- المعارف والمفاهيم:

إلى جانب المعارف العامة والمفاهيم التي يجب أن يكتسبها خريج كلية التجارة، يجب أن يكتسب خريج برنامج التسويق المعارف والمفاهيم التالية:

- ٩,١ حاجات ورغبات العملاء والعوامل المؤثرة فيها.
- ١٠,١ المفاهيم والعمليات التي تحتاج إليها المنظمات في عمليات تحسين وتطوير مزيج المنتجات أو الخدمات.
- ١١,١ استراتيجيات التسويق المستخدمة في عالم الأعمال.
- ١٢,١ طبيعة البحث التسويقي وأدواته وطرق التحليل والتطبيق.
- ١٣,١ طرق وأساليب خلق الأفكار ومراحل طرح المنتجات الجديدة.
- ١٤,١ التكامل بين مكونات المزيج التسويقي وعلاقتها بتحقيق أهداف المنظمة.
- ١٥,١ طبيعة الأسواق المحلية و الإقليمية و الدولية.

٣- مهارات ذهنية:

- إلى جانب المهارات الذهنية لخريجي كلية التجارة، يجب أن يكون خريج التسويق قادراً على:
- ٧,٣ تحليل وشرح المعلومات المتعلقة باتخاذ القرار التسويقي.
 - ٨,٣ تحليل حاجات ورغبات العملاء.
 - ٩,٣ تحليل وتقييم البدائل التسويقية الاستراتيجية.
 - ١٠,٣ اختيار التحليل الكمي والنوعي المناسب في دراسة الحالات التسويقية.
 - ١١,٣ تحليل الأسواق وعلاقة المنظمة مع المنظمات الأخرى.
 - ١٢,٣ تفسير دلالات الأرقام والبيانات التسويقية.
 - ١٣,٣ تصميم المزيج التسويقي بما يناسب تغيرات البيئة التسويقية.

٤-المهارت المهنية:

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

- ١١,٢. إعداد الدراسات والبحوث التسويقية وفق منهجية علمية صحيحة.
- ١٢,٢. استخدام مؤشرات تحليل بيانات البحوث والدراسات التسويقية باستخدام الأدوات والأساليب العلمية المناسبة.
- ١٣,٢. وضع الخطط التسويقية التي تخدم أهداف العمل.
- ١٤,٢. تقييم أداء التسويق ومراقبة تنفيذ الخطط التسويقية.
- ١٥,٢. ممارسة إدارة المشاريع.
- ١٦,٢. إعداد دراسات الجدوى.
- ١٧,٢. استخدام تقنيات التواصل مع العملاء.

٥-المهارات العامة و المنقولة

يجب أن يكون خريج برنامج التسويق مكتسباً للمهارات العامة والمنقولة للمعايير الأكاديمية المرجعية لخريج كليات التجارة السابق ذكره

المصطلحات

١. مؤسسة التعليم العالي

هي الكليات أو المعاهد العليا التابعة لوزارة التعليم العالي والدولة للبحث العلمي، أو الكليات التابعة لجامعة الأزهر، والتي تقدم برامج تعليمية.

٢. مواصفات الخريج

مجموعة من الصفات الناتجة من اكتساب المعارف مع المهارات عند دراسته لبرنامج دراسي معين، توضح ما يجب أن يتصف به الخريج عند الانتهاء من دراسة البرنامج.

٣. المعايير القومية الأكاديمية المرجعية (NARS)

المعايير الأكاديمية للبرامج التعليمية المختلفة، والتي أعدتها الهيئة بالاستعانة بخبراء متخصصين، وممثلين لمختلف قطاعات المستفيدين، وتمثل هذه المعايير الحد الأدنى المطلوب تحقيقه للاعتماد.

٤ . المعايير الأكاديمية

المعايير الأكاديمية المرجعية، والتي تتبناها المؤسسة، وتعتمد من الهيئة، بشرط أن يكون مستواها أعلى من الحد الأدنى للمعايير الأكاديمية القومية المرجعية.

٥ . العلامات المرجعية

جمل وصفية إرشادية يتوقع أن يكتسبها الخريج في صورة مخرجات تعلم بالبرنامج وتمكن من مقارنة المخرجات ومراجعتها وتقييمها وفق معايير متفق عليها.

٦ . البرنامج التعليمي

تتضمن المناهج والمقررات والأنشطة التي تكسب الطالب المعرفة، والمهارات، والقيم اللازمة، لتحقيق أهداف تعليمية مخططة، وفي تخصص دراسي محدد.

٧ . مخرجات التعلم المستهدفة (ILOs)

المعارف والفهم والمهارات المرتبطة بموضوعات التخصص المستهدفة بالمؤسسة التي يتم اكتسابها للمتعلم بعد إتمامه نشاط تعليمي محدد.

٨ . المعرفة والفهم

المعرفة هي المعلومات المستهدفة التي يتم اكتسابها من نشاط تعليمي وتضمن الحقائق والنظريات، والقواعد، والمصطلحات، أما الفهم فيضمن فهم المعاني وتفسيرات المواضيع التعليمية.

٩ . المهارات الذهنية

هي المهارات التي يعمل فيها الخريج ذهنه، اعتمادا على المعارف والمفاهيم والمهارات المهنية، التي اكتسبها أثناء الدراسة لتحقيق هدف معين.

١٠ . المهارات المهنية والعملية

هي مجموعة المهارات ذات العلاقة بالمهنة، والتي يستطيع معها الخريج أن يمارس مهنته بأقل قدر من المخاطر.

١١ . المهارات العامة والمنقولة

هي المهارات الواجب توافرها في الخريجين، والتي تتيح لهم الارتقاء بأدائهم أثناء ممارسة المهنة، أو تساعد على تغيير توجهاتهم، طبقا لمتطلبات سوق العمل، وتضم هذه المهارات أربع مجموعات رئيسية، هي: اللغة الأجنبية، واستخدام تكنولوجيا المعلومات، والتواصل مع الآخرين، والإدارة، وتحدد المؤسسة التعليمية الحد الأدنى الواجب استيفائه أثناء الدراسة من كل من هذه المهارات، طبقا لرسالتها.

Appendix (2)

- National Academic Reference Standards for business administration program.
- National Academic Reference Standards for Economic and Administration Sciences, Syria 2011.
- Alignment Matrix between *program aims and ILOs to the academic reference standards (ARS) for Marketing*

المعايير القومية الاكاديمية القياسية لبرنامج إدارة الأعمال

١. المعارف والمفاهيم:

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

- ١, ١ استخدام المنهج العلمي في حل المشكلات واتخاذ القرارات في المستويات الإدارية المختلفة.
- ٢, ١ أسس إعداد الخطط والبرامج والسياسات وفق متطلبات المؤسسات.
- ٣, ١ أسس إعداد دراسات الجدوى التسويقية وتقييم مقترحات الاستثمار.
- ٤, ١ أسس تصميم الهياكل التنظيمية ونظم وأدلة العمل الإدارية للأنشطة المختلفة بالمؤسسة.
- ٥, ١ استيعاب الفلسفات الإدارية الحديثة مثل الجودة الشاملة وإعادة هندسة العمليات واستكشاف فرص تطبيقها في مجالات العمل المختلفة.
- ٦, ١ مبادئ القيادة والتأثير في الآخرين.
- ٧, ١ الاتصالات التنظيمية وعلاقات العمل.
- ٨, ١ أسس التحفيز وتنمية الدافعية لدى الآخرين.
- ٩, ١ أسس ومفاهيم السياسات والاستراتيجيات والخطط ومتطلبات استخدامها لتلبية توقعات الأطراف ذوى العلاقة بالمنظمة.

٢. مهارات مهنية:

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

- ١, ٢ إعداد الخطط الإستراتيجية وصياغة سياسات الأعمال
- ٢, ٢ إعداد وتصميم نظم وأدلة العمل المختلفة
- ٣, ٢ تصميم وتطوير الهياكل التنظيمية
- ٤, ٢ تصميم وإدارة أنظمة وقواعد المعلومات الإدارية.
- ٥, ٢ إعداد دراسات الجدوى وتقييم المشروعات.
- ٦, ٢ إعداد الخطط التسويقية البيعية.
- ٧, ٢ التحليل المالي وتقييم المشروعات الاستثمارية
- ٨, ٢ تحليل الأسواق.
- ٩, ٢ إعداد خطط وبرامج استخدام الموارد المادية والبشرية والموارد الأخرى وتنميتها والمحافظة عليها.
- ١٠, ٢ التطبيق العملي للنظم والأساليب العلمية الحديثة في مجال إدارة الأعمال.

٣. مهارات ذهنية:

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

- ١, ٣ ممارسة التفكير الإبداعي في مواجهة المواقف الإدارية المختلفة.
- ٢, ٣ الربط بين المتغيرات البيئية وأنماط اتخاذ القرارات.
- ٣, ٣ إعداد السيناريوهات والاستراتيجيات والنماذج المختلفة للتعامل مع الأحداث والقضايا الإدارية.

وثيقة المعايير المرجعية الأكاديمية الوطنية لبرنامج التسويق - الخطة الوطنية لتطوير برامج ومناهج التعليم العالي بسوريا ٢٠١١

أولاً - معلومات أولية:

١. العنوان: وثيقة المعايير المرجعية الأكاديمية الوطنية لبرنامج التسويق.
٢. التاريخ: ١١ أيار ٢٠١٠ م.
٣. منسق الفريق المسؤول: الدكتور حيان ديب.

ثانياً - معلومات مهنية:

٤. مقدمة عن برنامج التسويق:

يُعد اختصاص التسويق أحد اختصاصات العلوم الإدارية ويهدف إلى تزويد الخريج المختص بالمعلومات العلمية والعملية في مجال وظائف التسويق المتنوعة. ويسعى إلى التركيز على كيفية خلق القيمة بالنسبة للمستهلك والمحافظة عليها وبناء ميزات تنافسية في المنظمات سواء كانت ربحية أو غير ربحية.

٥. معلومات مهنية عن خريجي برنامج التسويق:

- ٥,١ يجب أن يكون خريج برنامج التسويق قادراً على:
 - ٥,٢ ربط المفاهيم النظرية بالواقع العملي للمنظمة.
 - ٥,٣ ممارسة المهام والأنشطة التسويقية في المنظمات الربحية وغير الربحية.
 - ٥,٤ استخدام تطبيقات الحاسوب وتقنيات المعلوماتية في مجال العمل التسويقي.
 - ٥,٥ تخطيط وتنفيذ ومراقبة العمل التسويقي.
 - ٥,٦ تحليل الأسواق وعلاقة الشركة مع الشركات الأخرى.
 - ٥,٧ العمل ضمن فرق تسويقية أو مشتركة.
 - ٥,٨ السعي لبناء علاقات متينة مع الشركاء داخل المنظمة وخارجها.
 - ٥,٨ العمل وفق معايير التسويق الاجتماعي والأخلاقي والبيئي بما يخدم أهداف المنظمة ومصالح المجتمع.

٦. المواصفات المميزة لخريجي برنامج التسويق:

- ٦,١ فهم معمق للمفاهيم التسويقية وعلاقة التسويق باختصاصات إدارة الأعمال الأخرى.
- ٦,٢ المقدرة على فهم حاجات ورغبات المستهلكين وإشباعها.
- ٦,٣ العمل على خلق وتطوير ميزة تنافسية للمنظمة.
- ٦,٤ المقدرة على التعامل مع المشكلات التسويقية واستنباط الحلول المناسبة لها.
- ٦,٥ التوظيف العلمي والعملية لنتائج الدراسات والبحوث التسويقية.
- ٦,٦ المقدرة على العمل والتكيف مع أنواع المنظمات المختلفة.
- ٦,٧ فهم أهمية تكامل وظائف التسويق المختلفة.

- ٦,٨ . فهم أهمية تكامل أنشطة التسويق مع وظائف وأنشطة إدارة الأعمال الأخرى في المنظمة.
٦,٩ . إدراك أهمية التطوير المستمر للمعارف والقدرات في ظل التطورات البيئية المستمرة.
٦,١٠ . المقدرة على عرض وشرح المشكلات التسويقية.

٧ . المعايير المرجعية الأكاديمية الوطنية (NARS) (لبرنامج التسويق) سوريا ٢٠١١

a . المعرفة والفهم:

- يجب أن يكون الخريج قد اكتسب المعارف وقادراً على فهم الآتي:
- a1 . مبادئ ونظريات التسويق وتطبيقاته ومراحل تطوره.
 - a2 . حاجات ورغبات الزبائن والعوامل المؤثرة فيها.
 - a3 . المفاهيم والعمليات التي تحتاج إليها المنظمات في عمليات تحسين وتطوير مزيج المنتجات أو الخدمات.
 - a4 . استراتيجيات التسويق المستخدمة في عالم الأعمال.
 - a5 . مفهوم الصورة الذهنية والعوامل الداعمة له.
 - a6 . طبيعة البحث التسويقي وأدواته وطرق التحليل والتطبيق.
 - a7 . طرائق وأساليب خلق الأفكار ومراحل طرح المنتجات الجديدة.
 - a8 . التكامل بين مكونات المزيج التسويقي وعلاقتها بتحقيق أهداف المنظمة.

b . المهارات الذهنية:

- يجب أن يكون الخريج مكتسباً للمهارات الآتية:
- b1 . تحليل وشرح المعلومات المتعلقة باتخاذ القرار التسويقي.
 - b2 . تحليل حاجات ورغبات الزبائن.
 - b3 . تحليل وتقييم البدائل التسويقية الاستراتيجية.
 - b4 . اختيار التحليل الكمي والنوعي المناسب في دراسة الحالات التسويقية.
 - b5 . تحليل الأسواق وعلاقة المنظمة مع المنظمات الأخرى.
 - b6 . تفسير مدلولات الأرقام والبيانات التسويقية.
 - b7 . تصميم المزيج التسويقي بما يناسب تغيرات البيئة التسويقية.

c . المهارات المهنية والعملية:

- يجب أن يكون الخريج مكتسباً للمهارات العملية والمهنية الآتية:
- c1 . إعداد الدراسات والبحوث التسويقية وفق منهجية علمية صحيحة.
 - c2 . استخدام مؤشرات تحليل بيانات البحوث والدراسات التسويقية باستخدام الأدوات والأساليب العلمية المناسبة.
 - c3 . وضع الخطط التسويقية التي تخدم أهداف العمل.
 - c4 . تقييم أداء التسويق ومراقبة تنفيذ الخطط التسويقية.

- c5. ممارسة إدارة المشاريع.
c6. إعداد دراسات الجدوى.
c7. استخدام تقنيات التواصل مع الزبائن.

d. المهارات العامة والقابلة للانتقال:

- يجب أن يكون الخريج مكتسباً للمهارات العامة الآتية:
- d1. إدارة الذات والمبادرة الفردية والتحفيز الشخصي.
d2. تنظيم العمل الفردي وفي إطار الوحدات التنظيمية.
d3. إدارة الوقت بشكل فعال.
d4. الاستخدام الفعال لتكنولوجيا الاتصالات والمعلومات في مجال تطبيقات الأعمال.
d5. الاتصال والتواصل والتأثير والمقدرة على توصيل الأفكار والنتائج وعرضها باستخدام الوسائل الملائمة.
d6. إعداد تقارير الأعمال والعرض والتقديم.
d7. التفاوض والإقناع ومهارات الاصغاء الفعال.
d8. العمل ضمن فريق متكامل ومتجانس وفعال.
d9. اكتساب الاتجاهات الايجابية في المواقف والتعامل مع الآخرين.
d10. التعامل مع أنماط الشخصية العديدة في مجال العمل.
d11. احترام الخصوصية وخصوصيات الآخرين في الحياة والعمل.
d12. امتلاك الوعي الذاتي والانفتاح الثقافي وقبول الآخر والتكيف مع الغير.
d13. اكتساب القيم الايجابية في الممارسة العملية كالأمانة والنزاهة والمصداقية في العمل والعدالة والمساواة.
d14. التحلي بسلوكيات الالتزام وتحمل المسؤولية وانجاز الأعمال وفق الأسس القانونية والمعايير الاخلاقية والمهنية.
d15. ممارسة نشاطات الابداع والابتكار في ميدان العمل.
d16. تعزيز السلوك الرشيد في استخدام الموارد وتنمية الشعور والحس الوطني بالتنمية المستدامة بهدف حماية الأجيال القادمة.
d17. تعزيز الحفاظ على المنافسة الشريفة في قطاع الأعمال من أجل حماية الفرد والمجتمع.
d18. تخطيط المسار الوظيفي والمهني
d19. التعليم الذاتي والتطوير المست

مصفوفة المضاهاة بين المعايير الأكاديمية لبرنامج التسويق

والمعايير القومية الأكاديمية المرجعية لكل من برنامج إدارة أعمال وبرنامج تسويق الخطة الوطنية لتطوير برامج ومناهج التعليم العالي بسوريا ٢٠١١

العنصر	المعايير الأكاديمية لبرنامج التسويق	المعايير القومية الأكاديمية المرجعية لبرنامج إدارة أعمال قطاع كليات التجارة	المعايير القومية الأكاديمية المرجعية لبرنامج التسويق وفقا للخطة الوطنية لتطوير برامج ومناهج التعليم العالي بسوريا ٢٠١١
مواصفات الخريج	يجب أن يكون خريج كلية التجارة قادرا على: ١,١ استخدام المنهج العلمي فى التفكير وحل المشكلات.	يجب أن يكون خريج برنامج إدارة الأعمال قادرا على: ١,١ استخدام المنهج العلمي فى التفكير وحل المشكلات.	٦,٤. التعامل مع المشكلات التسويقية واستنباط الحلول المناسبة لها. ٦,٥. التوظيف العلمي والعملي لنتائج الدراسات والبحوث التسويقية. ٦,١١. المقدرة على عرض وشرح المشكلات التسويقية.
	٢,١. توظيف المعارف والمهارات المكتسبة فى مجال التخصص لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.	٢,١. توظيف المعارف والمهارات المكتسبة فى مجال التخصص لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.	٦,٨. فهم أهمية تكامل أنشطة التسويق مع وظائف وأنشطة إدارة الأعمال الأخرى فى المنظمة.
	٣,١. التواصل والاتصال الفعال بالآخرين.	٣,١. التواصل والاتصال الفعال بالآخرين.	
	٤,١. التفاعل مع المستجدات والمتغيرات العالمية واستشراف طبيعة وتأثير تلك المستجدات على مجال تخصصه.	٤,١. التفاعل مع المستجدات والمتغيرات العالمية واستشراف طبيعة وتأثير تلك المستجدات على مجال تخصصه.	
	٥,١. التعليم المستمر لتطوير المعارف والمهارات المهنية المرتبطة بمجال التخصص.	٥,١. التعليم المستمر لتطوير المعارف والمهارات المهنية المرتبطة بمجال التخصص.	٦,٩. إدراك أهمية التطوير المستمر للمعارف والقدرات فى ظل التطورات البيئية المستمرة.
	٦,١. الالتزام وتحمل المسؤولية وإنجاز الأعمال بما يتفق مع القواعد القانونية والمعايير الأخلاقية والمهنية.	٦,١. الالتزام وتحمل المسؤولية وإنجاز الأعمال المسندة إليه بما يتفق مع القواعد القانونية والمعايير الأخلاقية والمهنية.	
	٧,١. إعداد دراسات جدوى المشروعات وتقييم الاستثمارية.	٧,١. إعداد دراسات جدوى المشروعات وتقييم المقترحات الاستثمارية.	

	٨,١. استخدام الحاسب الآلي وتكنولوجيا المعلومات.	٨,١. استخدام الحاسب الآلي وتكنولوجيا المعلومات.	
	إلى جانب المعارف العامة والفهم التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكتسب خريج برنامج إدارة الأعمال المعارف والمفاهيم التالية:	بالإضافة إلى المعارف والمفاهيم العامة لخريج كليات قطاع التجارة يجب أن يكون خريج برنامج التسويق قد اكتسب المعارف والمفاهيم التالية:	المعرفة والفهم
2.a حاجات ورغبات العملاء والعوامل المؤثرة فيها.		9.1 حاجات ورغبات العملاء والعوامل المؤثرة فيها.	
3.a المفاهيم والعمليات التي تحتاج إليها المنظمات في عمليات تحسين وتطوير مزيج المنتجات أو الخدمات.		10.1 المفاهيم والعمليات التي تحتاج إليها المنظمات في عمليات تحسين وتطوير مزيج المنتجات أو الخدمات.	
4.a استراتيجيات التسويق المستخدمة في عالم الأعمال.		11.1 استراتيجيات التسويق المستخدمة في عالم الأعمال.	
6.a طبيعة البحث التسويقي وأدواته وطرق التحليل والتطبيق.		12.1 طبيعة البحث التسويقي وأدواته وطرق التحليل والتطبيق.	
7.a طرق وأساليب خلق الأفكار ومراحل طرح المنتجات الجديدة.		13.1 طرق وأساليب خلق الأفكار ومراحل طرح المنتجات الجديدة.	
8.a التكامل بين مكونات المزيج التسويقي وعلاقتها بتحقيق أهداف المنظمة.		14.1 التكامل بين مكونات المزيج التسويقي وعلاقتها بتحقيق أهداف المنظمة.	

		15.1 طبيعة الاسواق المحلية و الاقليمية و الدولية.		
	إلى جانب المهارات الذهنية لخريج كلية التجارة يجب أن يكون خريج برنامج التسويق قد اكتسب المهارات التالية: على:	بالإضافة إلى المهارات الذهنية لخريج كليات قطاع التجارة يجب أن يكون خريج برنامج التسويق قد اكتسب المهارات التالية:	المهارات الذهنية	
1.b تحليل وشرح المعلومات المتعلقة باتخاذ القرار التسويقي.		7.3. تحليل وشرح المعلومات المتعلقة باتخاذ القرار التسويقي.		
2.b تحليل حاجات ورغبات العملاء.		8.3. تحليل حاجات ورغبات العملاء.		
3.b تحليل وتقييم البدائل التسويقية الاستراتيجية.	٣,٣ إعداد السيناريوهات و الاستراتيجيات و النماذج المختلفة للتعامل مع الاحداث و القضايا الادارية	9.3. تحليل وتقييم البدائل التسويقية الاستراتيجية.		
4.b اختيار التحليل الكمي والنوعي المناسب في دراسة الحالات التسويقية.		10.3. اختيار التحليل الكمي والنوعي المناسب في دراسة الحالات التسويقية.		
5.b تحليل الأسواق وعلاقة المنظمة مع المنظمات الأخرى.		11.3. تحليل الأسواق وعلاقة المنظمة مع المنظمات الأخرى.		
6.b تفسير دلالات الارقام و البيانات التسويقية		12.3. تفسير دلالات الارقام و البيانات التسويقية		
7.b تصميم المزيج التسويقي بما يناسب تغيرات البيئة التسويقية.	٣,١ ممارسة التفكير الابداعي في مواجهة المواقف الادارية المختلفة	13.3. تصميم المزيج التسويقي بما يناسب تغيرات البيئة التسويقية.		
	إلى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج إدارة الأعمال قادراً على:	إلى جانب المهارات المهنية العامة التي يجب أن يكتسبها خريج كلية التجارة يجب أن يكون خريج برنامج إدارة الأعمال قادراً على:		المهارات المهنية
1.C إعداد الدراسات والبحوث التسويقية وفق منهجية علمية صحيحة.	٨,٢ تحليل الاسواق	11.2. إعداد الدراسات والبحوث التسويقية وفق منهجية علمية صحيحة.		
2.C استخدام مؤشرات تحليل بيانات البحوث والدراسات التسويقية باستخدام الأدوات والأساليب العلمية المناسبة.		12.2. استخدام مؤشرات تحليل بيانات البحوث والدراسات التسويقية باستخدام الأدوات والأساليب العلمية المناسبة.		

13,2. وضع الخطط التسويقية التي تخدم أهداف العمل.	1,2. إعداد الخطط الإستراتيجية وصياغة سياسات الأعمال.	3.C وضع الخطط التسويقية التي تخدم أهداف العمل.
14,2. تقييم أداء التسويق ومراقبة تنفيذ الخطط التسويقية.	6,2. إعداد الخطط التسويقية البيعية	4.C تقييم أداء التسويق ومراقبة تنفيذ الخطط التسويقية.
15.2 ممارسة إدارة المشاروعات.		5.C ممارسة إدارة المشاروعات.
16,2. إعداد دراسات الجدوى	2,5. إعداد دراسات الجدوى وتقييم المشروعات.	6.C إعداد دراسات الجدوى
17,2. استخدام تقنيات التواصل مع العملاء.		7.C استخدام تقنيات التواصل مع العملاء.
يجب ان يكون خريج برنامج التسويق مكتسبا المهارات العامة والمنقولة للمعايير القومية الاكاديمية المرجعية لخريج كليات قطاع التجارة التالية:	يجب أن يكون الخريج مكتسباً للمهارات العامة والمنقولة التالية:	
1,5. الإدارة الفعالة للوقت.	1,5. الإدارة الفعالة للوقت.	
2,5. الاتصال الفعال والتأثير في الآخرين	2,5. الاتصال الفعال والتأثير في الآخرين	
3,5. العمل الجماعي.	3,5. العمل الجماعي.	
4,5. التنمية المعرفية والفكرية والتعلم الذاتي المستمر.	4,5. التنمية المعرفية والفكرية والتعلم الذاتي المستمر.	
5,5. استخدام أساليب حل المشكلات على المستوى المؤسسي بكفاءة عالية.	5,5. استخدام أساليب حل المشكلات على المستوى الفردي أو المؤسسي بكفاءة عالية.	
6,5. العرض والتقديم والحوار.	6,5. العرض والتقديم والحوار.	
7,5. إدارة الذات والتعامل مع ضغوط العمل.	7,5. إدارة الذات والتعامل مع ضغوط العمل.	
8,5. الابتكار والتطوير والتحسين المستمر في العمل.	8,5. الابتكار والتطوير والتحسين المستمر في العمل.	
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.	

المهارات العامة والمنقولة

Appendix (3)
Matrix of Marketing
Program Aims vs. Program
Mission and objectives

Graduate attributes (Program aims)	Marketing Program Mission and Objectives												
	Program mission				program objectives								
	Education	scientific research	community service	Professional ethics	1	2	3	4	5	6	7	8	9
A.1	√	√				√		√					
A.2	√		√		√					√		√	
A.3	√				√		√	√		√	√		
A.4	√	√	√		√	√	√	√				√	√
A.5			√						√				
A.6	√								√				
A.7	√				√		√	√					√
A.8	√				√		√	√					√
A.9	√						√	√			√		
A.10	√	√	√	√		√		√					√
A.11	√				√		√	√	√				√
A.12	√	√			√	√	√				√		

Appendix (4)

Matrix of Marketing Program ILO's vs. ARS

Appendix (5)
Matrix of Program Aims
vs. Program ILOs

Appendix (6)
Matrix of Program ILOs
vs. Courses

Appendix (7)

Course Specifications

University requirements Compulsory Courses

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	7/9/2021				

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)			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	Food and culture	2	-				
9	Midterm exam						
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	Final exams						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S. : Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 				

IX. References

Essential Textbooks	Richard O'Neill, Unlock Reading & Writing Skills 2, Cambridge University Press. ISBN: 978-1108434263
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle).
Extra Recommended Books	Essential Grammar in Use – Raymond Murray (Cambridge University Press). ISBN: 978-0521675802
Online Web Sites	<ul style="list-style-type: none"> ✓ TED Talks ✓ www.ekb.eg
Others (Specify)	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: 7/9/2021**

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	7/9/2021				

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	Business	2	-	a1-a4	b1-b5		
9	Mid-term Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	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"> • K.U.: Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 						

IX. References

Essential Textbooks	Richard O'Neill, Unlock Reading & Writing Skills 2, Cambridge University Press. ISBN: 978-1108434263
Course Notes	Course Notes are available with all the slides used in lecturing in electronic form on learning management system (Moodle)
Extra Recommended Books	Essential Grammar in Use – Raymond Murray (Cambridge University Press). ISBN: 978-0521675802
Online Web Sites	www.ekb.eg TED Talks
Others (Specify)	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: 7/9/2021**

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	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	7/9/2021				

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	Mid-term Exams						
8	Flow Charts	2	-	a1- a4	b1, b2	c1- c4	d1, d2
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			14-16	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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	<ul style="list-style-type: none"> – <i>Computing Essentials</i> 2017 O. Leary, 26e – <i>Engineering Fundamentals & Problem Solving</i>, 7th Edition by Eide, Jenison, Mickelson, Northup, 2018.
Course Notes	Course Notes are available with all the slides used in lecturing in electronic form on learning management system (Moodle)
Extra Recommended Books	<ul style="list-style-type: none"> – Introduction to Computer Architecture and Programming, Second Edition by Zeltmann, Patt, Patel, 2009 – Introduction to Programming with Java: A Problem Solving Approach, Second Edition by Dean, Dean, 2014 – Introduction to Computing Systems, Second Edition by Patt, Patel, 2004 – Brian K. Williams, Stacey Sawyer, "Using Information Technology: a Practical Introduction to Computer & Communication," 11th International Edition, McGraw Hill, 2013.
Online Web Sites	http://www.mcgrawhillcreate.com/
Others (Specify)	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: 7/9/2021**

I. Course Information

Course Code	PSC110	Course Name	Human Rights	
Level	1	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	7/9/2021			

II. Overall Aims of the Course

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

- 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.
- Demonstrate professional responsibilities, ethical, cultural, and societal aspects of Human Rights, the international covenant on economic, social, and cultural rights and all related agreements.
- Deal with the state of human rights in Egypt and the Arab world.
- Analyze the requirements to develop human rights framework.
- Use modern techniques to study the role of civil society.
- Use effectively communication 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
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. Recognize 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

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 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	Midterm-exam						
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
13-14	Final exams						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√		13-15	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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	<ul style="list-style-type: none"> • Forsythe, David P., Human Rights in International Relations, 2nd edition. Cambridge: Cambridge University Press, 2006. • Goodhart, Michael (Ed.), Human Rights - Politics and Practice, Oxford: Oxford University Press, 2009.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	<ul style="list-style-type: none"> - Maogoto, Jackson Nyamuya, War Crimes and Realpolitik: International Justice from World War I to the 21st Century. Boulder: Lynne Rienner, 2004. - Wheeler, Nicholas J., Saving Strangers: Humanitarian Intervention in - International Society. Oxford: Oxford University Press, 2000.
Online Web Sites	<ul style="list-style-type: none"> - www.ekb.eg - TED Talks
Others (Specify)	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: 7/9/2021**

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	7/9/2021				

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 1	Practical 1	K.U.	I.S	P.P.S.	G.T.S
1	The Dynamic role of small Business.	3	1	a1, a2	b1, b2	c1 – c3	d1, d2, d3
2	How to plan and organize a Business.	3	1	a1, a2, a3	b1, b2, b3	c1 – c3	d1, d2, d3
3	How to organize to manage and operate the Business.	3	1	a5, a6	b4	c1 – c3	d1, d2, d3
4	Ethics and Strategic Planning: The Business Plan	3	1	a4	b5, b2	c1 – c3	d1, d2, d3
5 & 6	Marketing strategy and practice using business plan	3	1	a7, a8	b3	c1 – c3	d1, d2, d3
7	Basic financial planning and control.	3	1	a9, a10	b4, b5	c1 – c3	d1, d2, d3
8	Mid-term Exams						
10	Basic financial planning and control.	3	1	a9	b7	c1 – c3	d1, d2, 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, d2, d3
13	Presentation	3	1	a1-a10	b1-b7	c1 – c3	d1, d2, d3
14 - 15	Final exams			a1-a10	b1-b7		
	K.U. : Knowledge and Understanding I.S: Intellectual Skills			P.P.S. : Practical / Professional Skills G.T.S: 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"> K.U.: Knowledge and Understanding I.S.: Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 			

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	√	√	√				
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"> K.U. :Knowledge and Understanding I.S. :Intellectual Skills 			<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S. : General and Transferable Skills 				

IX. References

Essential Textbooks	<ul style="list-style-type: none"> Mary Jane Byrd.(2017).small business Management:an Entrepreneur.guide 8 th edition .NY. Mc Graw hill. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2013). <i>Entrepreneurship</i>, 9th edition. NY: McGraw-Hill/Irwin. Ahlstrom, D., Young, M. N., Chan, E. S., & 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. Au, K. & Kwan, H. K. (2009). Start-up Capital and Chinese entrepreneurs: The Role of Family. <i>Entrepreneurship Theory and Practice</i>, July, 889-908. Baron, R. A. & Shane, S. A. (2008). <i>Entrepreneurship: A Process Perspective</i>, 2nd edition. Mason, Ohio: Thomson South-Western.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	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.
Online Web Sites	www.ekb.eg
Others (Specify)	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: Dr. Ahmed Azmy

Date: 7/9/2021

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	7/9/2021				

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. Understand fundamental concepts and theories related to their environment and their psychological well-being.
- a2. Describe different human behavior and ways of its motivation.
- a3. Recognize 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	Midterm						
8	Semester assignment	2	-	a1-a3	b1-b3		
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	Final exams						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
7	Research and Reporting	√	√	√	√	√		15%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Robert S. Feldman, <i>Understanding Psychology</i> , 10 th ed., McGraw Hill, 2011.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	https://psychology.stanford.edu/
Others (Specify)	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: 7/9/2021**

I. Course Information

Course Code	SOC101	Course Name	Sociology		
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	7/9/2021				

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. Recognize 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	Midterm-Exams						
8	Social Institutions Midterm	2		a1-a3	b1-b5	c1-c4	d1-d3
9	Media and Society	2	-	a1-a3	b1-b5		
10	Social Networks	2	-	a1-a3	b1-b5		
11	Socialization- Social Stratification	2	-	a1-a3	b1-b5		
12	Discussion of the Project	2	-			c1-c4	d1-d3
13-14	Final exams						
	K.U.: Knowledge and Understanding			P.P.S.: Practical / Professional Skills			
	I.S: Intellectual Skills			G.T.S: 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"> K.U.: Knowledge and Understanding I.S.: Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	George Ritzer, "Introduction to Sociology", SAGE, 2015
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	http://www.sociosite.net http://www.trinity.edu/~mkearl/index.html http://www.e-library.esut.edu.ng/uploads/pdf/4870428549-the-penguin-dictionary-of-sociology.pdf
Others (Specify)	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. Saleh Abdel Azim**
- **Head of The University Requirements and Training Center: Dr. Mahmoud Sami**
- **Date: 7/9/2021**

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	7/9/2021				

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. Aware with 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	Midterm-Exam						
7	Water pollution and water quality. Eutrophication, ground water	2	-	a1-a2	b1, b3		
8	Solids and hazardous waste. Resources, waste disposal methods	2	-	a1-a2	b1, b3		
9	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
13	Final Exam						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Environment by Peter H. Raven, David M. Hassenzahl, Mary Catherine Hager, Nancy Y. Gift, Linda R. Berg, Nancy Gift, latest edition
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg
Others (Specify)	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: 7/9/2021**

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	-	-	
	<i>Contact Hours</i>				
	Contact Hours	Theoretical	Tutorial	Practical	
3	2	-	1		
Course Prerequisite(s)	CSC 101				
Approval Date of Course Specification	7/9/2021				

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 & 6	Electronic Spreadsheets (part1)	-	2	a2	b2, b3	c1	d4
7	Presentation and Multimedia (Part 1)	-	2	a4	b3	c2	d1, d2, d3, d4
8	Mid-term Exams						
9 - 11	Presentation and Multimedia (Part 2)	-	2	a4	b3	c2	d1, d2, d3, d4
12 - 13	Graphics and Webpage design (Part 1)	-	2	a3	b4	c3	d1, d2, d3, d4
14-15	Final exams	-	-				
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S: General and Transferable Skill 			

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	Tutorials					
4	Practical Lab Sessions				√	√
5	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	√	√	√	√
6	Seminars					
7	Case Studies					
8	Problem Solving	√		√	√	
9	Interactive Online Lectures					
10	Recorded Lectures					
11	Others (Specify)					
**	<ul style="list-style-type: none"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 		

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	10%
5	Presentations							
6	Individual Projects	√			√	√	8	5%
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam	√		√	√	√	12	10 %
10	Others (Participations)	√				√		5%
**	K.U.: Knowledge and Understanding I.S. : Intellectual Skills			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 				

IX. References

Essential Textbooks	Gaurav Mahajan, Microsoft 365 and SharePoint Online Cookbook, Packt, 2020, ISBN: 978-1-83864-667-7.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle).
Extra Recommended Books	– Brian K. Williams, Stacey Sawyer, <i>Using Information Technology: a Practical Introduction to Computer & Communication</i> , 11 th Edition, McGraw Hill, 2015. ISBN: 978-0073516882
Online Web Sites	http://www.mcgrawhillcreate.com/
Others (Specify)	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. Amira Edrees**
- **Head of the University Requirements and Training Center: Dr. Mahmoud Sami**
- **Date: 7/9/2021**

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	<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	7/9/2021				

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	Mid term						
8	Hypothesis-Research assignment discussion	2	-	a1-a5	b1-b3	c1-c2	d1-d3
9	Variable	2	-	a1-a5	b1-b3		
10	Strategies and problem solving	2	-	a1-a5	b1-b3	c1-c2	
10	Analysis - practice	2	-	a1-a5	b1-b3	c1-c2	
11	Analysis - practice	2	-	a1-a5	b1-b3	c1-c2	
12	Decision making	2	-	a1-a5	b1-b3	c1-c2	d1-d3
13	Final exams						
	G.T.S: General and Transferable Skills I.S: Intellectual Skills			P.P.S.: Practical / Professional Skills K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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 - 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Todd Donovan and Kenneth R. Hoover “The Elements of Social Scientific Thinking”, latest edition.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	None
Others (Specify)	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: 7/9/2021**

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="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>Total 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>					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	7/9/2021																																		

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.
- Recognize 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. Recognize 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 team-work 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	Major Goals for Presentations 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, d2, d3, d4
3	Planning and Crafting Presentations 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, c5, c6	d1, d2, d3, d4
4	Finding Support for Your Presentation Goals (part1) 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, c5, c6	d1, d2, d3, d4
5	Finding Support for Your Presentation Goals (part2) 1. Summarize strategies for maximizing the effectiveness of presentation aids	2	-	a2, a5	b3, b6, b7	c4, c5, c6	d1, d2, d3, d4

Course specifications

	2. Describe strategies for using supporting						
6	Rehearsing and Delivering Successful Presentations (part1) 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, c5, c6	d1, d2, d3, d4
7	Rehearsing and Delivering Successful Presentations (part2) 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, c5, c6	d1, d2, d3, d4
8	Revision						
9	Mid-term Exams						
10	Effective Team Communication 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, c3, c5	d1, d2, d3, d4
11	Communicating for Professional Success 1. Summarize the six principles of communication 2. Describe the principal elements of communication 3. Illustrate the principles of effective communication in professional networks 4. Explain credibility and identify the communication skills it embodies 5. Summarize the characteristics of competent communicators	2	-	a1, a2, a3	b1, b2, b6	c1, c2, c5	d1, d2, d3, d4
12	Culture, Diversity, and Global Engagement 1. Explain culture and co-cultures 2. Identify primary forms of human diversity 3. Explain the major cultural dimensions	2	-	a1, a2, a3	b1, b2, b4, b6	c1, c2, c5	d1, d2, d3, d4

Course specifications

	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						
13	Career Communication 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, a3, a4	b2, b6	c1, c3	d1, d2, d3, d4
14-15	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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	Tutorials					
4	Practical Lab Sessions					
5	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	√	√	√	√
6	Seminars					
7	Case Studies	√	√	√	√	√
8	Problem Solving	√	√	√	√	√
9	Interactive Online Lectures	√	√	√		√
10	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√		
11	Others (Specify)					
**	<ul style="list-style-type: none"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 		

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	√	√	√			3,5,11	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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 				

IX. References

Essential Textbooks	Business and Professional Communication, Putting People First 1e, Kory Floyd and Peter W. Cardon, 2018
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	<ul style="list-style-type: none"> - Kathleen McMillan, Jonathan Weyers, The study skills book, 3rd ed. August 2012 Pearson - Bovee, Courtland L, John V. Thill & Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010. - Hasson, Gill. Brilliant Communication Skills. Great Britain: Pearson Education, 2012. - Kroehnert, Gary. Basic Presentation Skills. Sidney: McGraw Hill, 2010. - Moore, Ninja-Jo, et al. Nonverbal Communication: Studies and Applications. New York: Oxford University Press, 2010. - Raman, Meenakshi & Sangeeta Sharma. Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press, 2011. - Thill, John V. & Courtland L. Bovée, Excellence in Business Communication, 10th edition. Boston: Pearson, 2013
Online Web Sites	<ul style="list-style-type: none"> - http://networketiquette.net/ - http://www.bbc.co.uk/worldservice/learningenglish/radio/specials/1535_questionanswer/page15.shtml - http://www.indiabix.com/group-discussion/topics-with-answers/ - http://www.owl.net.rice.edu/~cainproj - http://www.thehumorsource.com
Others (Specify)	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 Alsaïd**
- **Head of the University Requirements and Training Center: Dr. Mahmoud Sami**
- **Date: 7/9/2021**

Faculty requirements Courses

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	<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;">3</td> <td style="text-align: center;">3</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;">3</td> <td style="text-align: center;">3</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		3	3	-	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		3	3	-	-	
<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	7/9/2021																																		

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 manger'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	Midterm Exams						
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	Final Exam						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Jones, G. R. & George, J. M. 2021. Contemporary management. 12th ed. New York: McGraw-Hill/Irwin. ISBN13: 9781260735154
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Stephen P. Robbins and others, Management, Arab World Edition, Pearson Education Limited, 1st ed., 2015.
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	Tutorial	Practical
			3	1	-
	<i>Contact Hours</i>				
Contact Hours	4	Theoretical	Tutorial	Practical	
		3	1	-	
Course Prerequisite(s)	Not Applicable				
Approval Date Of course Specification	7/9/2021				

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. Judge appropriately in selecting and presenting information using various methods relevant to financial accounting.
- b5. analyze 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	Introduction, Accounting in action 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	Recording Process 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	Adjusting the accounts 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	Mid-term Exams						
9-11	Completing the accounting cycle The process of closing the books.	3	1	a3, a4, a5, a8	b1-b3	c1-c4	d1-d3
12-13	Accounting for merchandising operations 1. The differences between service and merchandising companies.	3	1	a1, a2, a7, a8	b1, b2, b4-b6	c1-c4	d1-d3
14-15	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell, Accounting Principles, 14th Edition, 2020, Wiley
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Mid-term Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Bade & Parkin, Foundations of Microeconomics, 9 th Edition, 2021, Pearson.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	David C Colander, Microeconomics, 2017, 10th Edition (McGraw-Hill)
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Mid-term Exams						
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	Final Exam						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. :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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Shao & Shao, Essential books: Mathematics for management and finance (8TH EDITION)
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	None
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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. Recognize 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	Mid-term Exams						
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	Final exams						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Business Law Principles and Practices
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Mid-term Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Bade & Parkin, Foundations of Macroeconomics, 9 th Edition, 2021, Pearson.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Michael Parkin, Macroeconomics, 13th Edition, 2019, Pearson.
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Midterm Exams						
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	Final Exams						
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S: 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 (Guest Speaker Events)	√	√	√	√	√
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, 18 th edition, 2019
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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 recognize 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

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	Chapter 1: Data Collection: Fundamental concepts of statistics, Sampling and randomization, Types of statistical errors.	3	1	a1, a2	b2	c3-c4	d1-d4
2-3	Chapter 2: Organizing and Presenting Data: Graphical & Tabular Descriptive Techniques for one qualitative variable.	3	1	a1, a2	b1-b2	c1-c4	d1-d4
4-5	Chapter 2: Organizing and Presenting Data: Graphical & Tabular Descriptive Techniques for two qualitative variables, Contingency tables.	3	1	a1- a3	b1-b2	c1-c4	d1-d4
6	Chapter 3: Numerical Description of Data: Measures of central tendency, Other Location measures, Box plots and outliers.	3	1	a1, a4	b1-b2	c1-c4	d1-d4
7	Chapter 3: Numerical Description of Data: Measures of variation, Shape of data distribution.	3	1	a1, a4	b1-b2	c1-c4	d1-d4
8	Midterm Exam						
9	Chapter 5: Basic Probability: Sample space and events, Basic laws of probability.	3	1	a2, a5	b3-b5	c1-c4	d1-d4
10	Chapter 5: Conditional Probability: Independent events, Multiplication law, and Bayes' theorem.	3	1	a2, a6	b3-b5	c1-c4	d1-d4
11	Chapter 6: Discrete Probability Distributions: Discrete random variable, Expected value, Variance, Binomial distribution.	3	1	a2, a5	b3-b5	c1-c4	d1-d4
12	Chapter 13: Linear Regression and Correlation: Scatter Diagram, Coefficient of Correlation, Coefficient of Determination, Least Square Method.	3	1	a2,a7	b3-b5	c1-c4	d1-d4
14-15	Final Exam						
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S: Intellectual Skills 			P.P.S.: Practical / Professional Skills G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			9	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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Williams, Sweeney, Anderson, Contemporary Business Statistics, 2011, 8th edition, Pearson
Course Notes	Handouts: Worked Examples
Extra Recommended Books	<p>-Statistics. McClave and Sincich, 2003, 9th edition, Prentice-Hall.</p> <p>-Elementary Statistics. Bluman, 2001, 4th edition, McGraw-Hill.</p> <p>-Business Statistics: A Decision Making Approach. Groebner, Shannan, Fry, and Smith, 2011, 8th edition, Pearson.</p>
Online Web Sites	None
Others (Specify)	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:** 7/9/2021

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	3	Theoretical	Tutorial	Practical
		3	3	1	-
	<i>Contact Hours</i>				
	Contact Hours	4	Theoretical	Tutorial	Practical
		4	3	1	-
Course Prerequisite(s)	Introduction to Accounting (ACT 101)				
Approval Date Of course Specification	7/9/2021				

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	Introduction to financial accounting	3	1	a1	b1		
2 - 4	Chapter: Inventories FIFO, LIFO, Weighted average	3	1	a1, a2	b1- b3	c1-c3	d1 – d4
5-6	Chapter: Accounting for receivables Account receivable, Allowance for doubtful accounts	3	1	a1-a4	b1-b5	c1-c3	d1 – d4
7	Chapter: Cash and internal control: Petty cash, Bank reconciliation.	3	1	a1, a5	b1, b2, b4	c1-c3	d1-d4
8	Mid-Term Exams						
9-11	Chapter: Plant assets, natural resources, and intangibles: Cost determination, Depreciation, Disposal	3	1	a1, a2, a4, a6	b1 – b5	c1-c3	d1-d4
12	Current liabilities and Payroll accounting: Notes payable, Payroll accounting	3	1	a1, a2, a4, a6	b1 –b5	c1-c3	d1-d2
13	Chapter Analysis of financial statements: Horizontal, vertical and ration analysis	3	1	a7	b1,b6	c3	d1-d4
14-15	Final Exam						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell, Accounting Principles, 14th Edition, 2020, Wiley
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Kenneth S. Bordens / Bruce Barrington Abbott, Research Design and Methods, A process approach, tenth edition.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Mid-term Exams						
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	Final exams						
Total Number of Teaching Weeks :12							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Gitman, L. J., Juchau, R., & Flanagan, J. (2018). <i>Principles of managerial finance</i> . Pearson Higher Education AU. (Global Edition)
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Ross, S. A., Westerfield, R., Jordan, B. D., & Biktimirov, E. N. (2018). <i>Essentials of corporate finance</i> . McGraw-Hill/Irwin.
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	3	Theoretical	Tutorial	Practical
			3	1	-
	<i>Contact Hours</i>				
Contact Hours	4	Theoretical	Tutorial	Practical	
		3	1	-	
Course Prerequisite(s)	MGT 101 – Introduction to Management				
Approval Date Of course Specification	7/9/2021				

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
- b14.

c. Practical / Professional Skills

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

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	Introduction to Production and Operations Management 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	Competitive Operations Strategy & Productivity 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	Forecasting	3	1	a12		c7	
7	Product and Service Design 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	Midterm						
9	Discussions	3	1				d1 – d5
10	Location and Capacity Planning Importance of location Reasons for location decision Factors affecting location selection	3	1	a10-a12	b8- b11	c1- c5	d1- d5
11	Location and Capacity Planning 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	Supply Chain	3	1	a13	b13		
13	Inventory Management	3	1		b11	c8	
14-15	Final exams						
	G.T.S: General and Transferable Skills I.S: Intellectual Skills			P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

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

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:** 7/9/2021

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>				
	Total Credit Hours	3	Theoretical	Tutorial	Practical
			3	1	-
	<i>Contact Hours</i>				
	Contact Hours	4	Theoretical	Tutorial	Practical
			3	1	-
Course Prerequisite(s)	Financial accounting (ACT 102)				
Approval Date Of course Specification	7/9/2021				

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 -terms and purposes	3	1	a1, a2	b1, b2		
3	An Introduction to Cost –Cost classifications	3	1	a1 - a3	b1, b2	c1,c3	
4	Inventory Costing and Capacity Analysis - Variable costing	3	1	a4 – a6	b3 – b5	c1, c2, c4	d1
5	Inventory Costing and Capacity Analysis – Absorption costing	3	1	a4 – a6	b3 – b5	c1, c2, c4	d1
6	Inventory Costing and Capacity Analysis – Throughput costing	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	Midterm Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> K.U. : Knowledge and Understanding I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Srikant M. Datar, Madhav V. Rajan “Horngren’s Cost accounting: a managerial emphasis”, 17th edition, 2021, Pearson.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	3	Theoretical	Tutorial	Practical
			3	-	1
	<i>Contact Hours</i>				
Contact Hours	4	Theoretical	Tutorial	Practical	
		3	-	1	
Course Prerequisite(s)	None				
Approval Date Of course Specification	7/9/2021				

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	Mid-term Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> K.U. : Knowledge and Understanding I.S. : Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Laudon, K.C. & Laudon, J.P. (2020). Management Information Systems: Managing the Digital Firm, 16 th Edition, Pearson. ISBN: 9780133898163
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	Theoretical	Tutorial	Practical	
	3	3	-	2	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
5	3	-	2		
Course Prerequisite(s)	MIS201				
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 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	Midterm - Exam						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
**	K.U. : Knowledge and Understanding I.S. : Intellectual Skills		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Deitel and Deitel, Java How to Program”, Pearson, 11th edition 2018.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	https://introc.cs.princeton.edu/java/home/
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Mid-term Exams						
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
13	Social and mobile marketing	3	-	a1, a4, a6, a7, a8, a9	b1-b5	c1,c2,c4,c5	d1,d2
14	Presentation of projects	3	-				d1, d2, d3
15	Final exams						
	<ul style="list-style-type: none"> • K.U. :Knowledge and Understanding • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√	√	√		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"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Kotler, P. Armstrong, G.. 2016. Principles of Marketing. Sixteenth Edition. Harlow, Pearson
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Grewal, D.& Levy,M.(2019) Marketing . Sixth edition., Mc Graw Hill.
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

I. Course Information

Course Code	SAT 201	Course Name	Advanced Statistics																										
Level	2	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="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	-																										
Course Prerequisite(s)	Business Statistics (SAT 101)																												
Approval Date Of course Specification	7/9/2021																												

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	Introduction to Hypothesis Testing: 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	Inferences from One- Sample: Tests on the population mean.	3	1	a1- a3	b1, b3, b4	c1-c4	d1-d4
3	Inferences from One- Sample: Test on a population proportion.	3	1	a1- a3	b1, b3, b4	c1-c4	d1-d4
4-5	Inferences from Two- Samples: Independent and dependent samples.	3	1	a2, a3	b1, b3, b4	c1-c4	d1-d4
6	Inferences from Two- Samples: Testing differences between means.	3	1	a2, a3	b1, b3, b4	c1-c4	d1-d4
7	Inferences from Two- Samples: Testing differences between two proportions.	3	1	a2, a3	b1, b3, b4	c1-c4	d1-d4
8	Mid-term Exams						
9 - 10	Analysis of Variance: 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	Testing Independence: r by c: contingency tables, Chi-square distribution, Chi-square test.	3	1	a1, a3	b5	c1-c4	d1-d4
12	The Multiple Regression Model: 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	Revision						
14-15	Final Exam						
	G.T.S: General and Transferable Skills I.S: Intellectual Skills			P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Williams, Sweeney, Anderson, contemporary Business Statistics, 2011, 8th edition, Pearson.
Course Notes	Handouts: Worked Examples
Extra Recommended Books	<ul style="list-style-type: none"> - Statistics. - McClave and Sincich, 2003, 9th edition, Prentice-Hall. - Elementary Statistics. - Bluman, 2001, 4th edition, McGraw-Hill. - Business Statistics: A Decision Making Approach. - Groebner, Shannan, Fry, and Smith, 2011, 8th edition, Pearson.
Online Web Sites	None
Others (Specify)	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:** 7/9/2021

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	Theoretical	Tutorial	Practical	
	3	3	1	-	
	<i>Contact Hours</i>				
Total Contact Hours	Theoretical	Tutorial	Practical		
4	3	1	-		
Course Prerequisite(s)	ECN 102				
Approval Date of Course Specification	7/9/2021				

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	Chapter 1: Introduction to the course: Role of financial Intermediaries Chapter 3: 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	Chapter 9: 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	Chapter 14: The Money supply process <i>Extra Reading:</i> Money Supply in Egypt	3	1	a6, a7	b6, b7	c3, c4	d1 – d6
7	Chapter 19: The classical & Keynesian View of Money: Money Demand in Classical Theory	1		a8	b8		
8	Midterm						
9-10	Chapter 19: The classical & Keynesian View of Money: Money Demand in Keynesian Theory	3	1	a8	b8	c1, c2	d1 – d6
11	Chapter 15: Tools of monetary policy: conventional tools Vs. quantitative and credit easing.	3	1	a9, a10	b9, b10		d1 – d6
12	Chapter 16: 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	Final Exams						
**	<ul style="list-style-type: none"> K.U : Knowledge and Understanding I.S: Intellectual Skills 	<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 		

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"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 				

IX. References

Essential Textbooks	Mishkin, F. S. (2021). The Economics of Money, Banking and Financial Markets (13th ed.) Essex: Pearson.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Brandl, M. (2016). Money, Banking, Financial Markets, and Institutions. Cengage Learning.
Online Web Sites	1- Central Bank of Egypt http://www.cbe.org.eg/en/Pages/default.aspx 2- International Monetary Fund https://www.imf.org/external/index.htm 3- Egyptian Knowledge Bank https://www.ekb.eg/ar
Others (Specify)	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:** 7/9/2021

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	Theoretical	Tutorial	Practical	
	3	3	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-	-		
Course Prerequisite(s)	Introduction to Management - MGT 101				
Approval Date Of course Specification	7/9/2021				

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. Recognize 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	Midterm exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U. :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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Hook, Caroline, and Andrew Jenkins, <i>Introducing Human Resource Management</i> . 8th ed. (2019).
Course Notes	Handouts: Worked Examples Power points uploaded on the Moodle
Extra Recommended Books	Dessler, G. <i>Fundamentals of Human Resource Management</i> (4 th Edition, Person). 2015
Online Web Sites	None
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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	Mid-term Exams						
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	Final exams						
**	G.T.S: General and Transferable Skills I.S: Intellectual Skills			P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	<ul style="list-style-type: none"> • Arthur A. Thompson, Jr. and A. J. Strickland, Strategic Management, Concepts and cases, 15th edition • Thomas L. Wheelen and J. David Hunger, Strategic Management and Business Policy, Eighth Edition, Prentice Hall
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	<ul style="list-style-type: none"> • Fred R. David, Strategic Management Arab world edition
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	<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	7/9/2021				

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	Group Presentation	3	1				d7
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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)	% 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	√	√	√				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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	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
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	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
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

**Specialization
requirements
Compulsory Courses**

I. Course Information

Course Code	MKT 301	Course Name	Services Marketing		
Level	3	Specialization	Marketing		
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 Marketing (MKT 201)				
Approval Date of Course Specification	7/9/2021				

II. Overall Aims of the Course

This course focuses on effective customer relationship management, key service delivery elements, and service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses. The course content will include introduction to services marketing, understanding the customer, standardizing, and aligning the delivery of services, the people who deliver and perform services, and the promotions and pricing strategies in services 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, a4, a9, a10, a14, a16, a17	b5,b8,b9,b10,b11,b15,b16	c12,c14,c15,c19	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. Explain the role of Services marketing, its core concepts, and the importance of the service sector in the global economy.
- a2. Describe the different types of services.
- a3. Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.
- a4. Discuss how customers evaluate services and how customer behavior and expectations play a role in the service environment.
- a5. Explain how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers.
- a6. Identify the different components of the "services marketing mix" for developing strategic thinking in services marketing.
- a7. Determine the requirements for delivering a branded service experience and how firms can achieve success in new service development
- a8. Describe what quality means in service delivery and how perceptions of service quality are developed by customers.
- a9. Determine the customers' value in a service exchange and how this translates into a satisfied customer base.

b. Intellectual Skills

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

- b1. Analyze the differences between services and physical goods and how these differences influence the practice of services marketing and how "service" can be a competitive advantage for organizations.
- b2. Interpret the relationship among customer value, satisfaction, productivity, and quality.
- b3. Apply target marketing strategies in various and specific marketing situations.
- b4. Differentiate the unique challenges involved in marketing and managing services, including the elements of product, price, place, promotion, processes, physical evidence, quality, and people.
- b5. Discover the role of employees and customers in service delivery, customer satisfaction, and service recovery.
- b6. Evaluate services marketing problems to develop and recommend solutions.

c. Practical / Professional Skills

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

- c1. Practice the acquired concepts in the course in real business world.
- c2. Show the role of customer relationship management in services.
- c3. Analyze different services framework and its relationship with developing marketing strategies in services organizations.
- c4. Apply the 7 Ps of marketing to service products including distribution, setting prices, and promotion to develop a marketing strategy.
- c5. Use the knowledge of services marketing to promote a customer-service oriented mindset and to become a better services consumer.

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 to address services marketing topics.
- d4. Communicate effectively with others.

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 introduction to Services Marketing (Chapter 1)	3		a1			
2	Introduction to Services Marketing, cont'd (Chapter 1)	3		a1, a2; a3	b1		
3	Consumer Behavior in a service context (Chapter 2)	3		a4	b2		d2
4	Consumer Behavior in a service context, cont'd (Chapter 2) Project guidelines	3		a4	b2	c1	d3; d4
5	Positioning Services in competitive Markets (Chapter 3)	3		a5	b1; b3	C1-c3	d1; d2
6	Developing Service products: Core and Supplementary Products (Chapter 4)	3		a6, a7	b4	c1...c3	d1; d2
7	Developing Service products: Core and Supplementary Products, cont'd (Chapter 4) + Project discussion	3		a6, a7	b4	c1...c3	d1; d2
8	Mid-term Exams	1		a1...a7	b1...b4		
10	Branding Service Products and Experiences & New Service Development (Chapter 4)	3		a7	b4	c4	
11	Distributing Services Through Physical and Electronic Channels (Chapter 5)	3		a6, a8	b4; b5	c4	
12	Promoting Services and Educating Customers (Chapter 7)	3		a9	b4; b6	c4; c5	
13	Setting Prices and implementing Revenue Management (Chapter 6) Project submission & discussion	3		a6, a9	b4; b6	c1...c5	d1... d4
14	Final exams	2		a1... a9	b1 ...b6		
15	Final exams						
G.T.S: General and Transferable Skills I.S: Intellectual Skills				<ul style="list-style-type: none"> P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			8	30%
2	Written Final Exam	√	√	√			14, 15	40%
3	Quizzes	√	√	√			4, 8, 13	10%
4	Assignments		√	√	√	√	3,13	10%
5	Presentations	√				√		2%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√	√	13	8%
9	Practical Exam							
10	Others (Participations)							
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Lovelock & Wirtz, Services marketing, 3rd ed., Pearson Education, USA, 2016.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Valerie Zeithmal, Mary Jo Bitner and Gremler, Services Marketing: Integrating Customer Focus Across the firm, 6th Edition , McGraw Hill, 2012
Online Web Sites	www.ekb.eg http://guides.libraries.uc.edu/fue
Others (Specify)	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 Nagaty**
- **Head of The Department: Dr. Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 302	Course Name	Consumer Behavior		
Level	Third	Specialization	Marketing		
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 Marketing (MKT 201)				
Approval Date of Course Specification	7/9/2021				

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. The course outline includes introduction to consumer behavior and consumer research, internal influences on consumer behavior, external influences on consumer behavior, and consumer decision making

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, a13, a14	b7, b8 b9, b10	c11, c12, c14	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	-	a1			
2 – 3	Consumer Behavior and Marketing Strategy Readings: Ch. 1	3	-	a2, a3	b1	c1	
4 – 5	Cross-Cultural Variations in Consumer Behavior Readings: Ch. 2	3	-	a4	b2	c2, c3	d1, d3
6 – 7	Internal Influences- Consumer Perception Readings: Ch. 8	3	-	a5	b2, b3	c2	d1, d4
8	Mid Term Exams						
9-11	Consumer Needs and Motivation, Personality & Emotions Readings: Ch. 10	3	-	a5	b2, b4		
12	Situational Influences Readings: Ch. 13	3	-	a6	b5, b6	c3	d2, d3
13	Consumer Decision Process & Problem Recognition Readings: Ch. 14, 15, 16	3	-	a7	b5, b6	c2	d1- d5
14-15	Final exams						
Total Number of Teaching Weeks: 12							
K.U.: Knowledge & Understanding I.S: Intellectual Skills				P.P.S.: Practical / Professional Skills G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> K.U.: Knowledge and Understanding I.S.: Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Hawkins/Mothersbaugh, Consumer Behavior, building marketing strategy, 13th ed., McGraw-Hill, 2016.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	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
Online Web Sites	www.ekb.eg http://guides.libraries.uc.edu/fue
Others (Specify)	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: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

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	7/9/2021				

II. Overall Aims of the Course

Upon completion of this course, students will be able to understand the design and implementation of marketing research, Make the appropriate choice and design of marketing research methodologies and interpretation, use and dissemination of marketing information and understand the marketing research process; this process involves problem identification, research design, data collection, data analysis and reporting of results

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, a9, a10, a15, a16	b1, b4, b7, b8, b9, b11, b12, b13, b14	c11, c12, c13, c14, c17, c18	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 an understanding of questionnaire design and sampling theory.
- a6. Manage and execute survey fieldwork.
- a7. Identify how to write a good marketing research proposal.
- a8. Learn how to write reports that convey marketing information simply and effectively and encourage marketing action.
- a9. Present marketing information and maintain the attention of marketing decision makers.

b. Intellectual Skills

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

- b1. Develop skills in the process of problem identification,
- b2. Identify the appropriate marketing research techniques needed to achieve a research objective.
- b3. Practice critical analysis and problem-solving competencies in marketing research
- b4. Apply logical thinking to solve Marketing problems
- b5. 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 Recognize 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, a6	b4	c5 – c6	
8	Mid- Term Exam						
9-10	Sampling: Theory and Design	3	1	a5, a6	b.3	c4	
11	Data preparation / Report preparation and presentation	3	1	a5, a6	b4 – b5	c4	
12	Project Presentation	3					d1 - d4
14 - 15	Final exams						
	K.U : Knowledge and Understanding I.S: Intellectual Skills			P.P.S. : Practical / Professional Skills G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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								
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills			P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills					

IX. References

Essential Textbooks	Naresh K.Malhotra(2019) Marketing research, An Applied Orientation, Seventh edition , Pearson Education
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Coakes, Sheridan J., Steed, Lyndall, & Ong, Clara (2009), SPSS Version 16.0 for Windows: Analysis without Anguish. Milton: Wiley.
Online Web Sites	www.ekb.eg
Others (Specify)	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. Reham**
- **Head of The Department: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 304	Course Name	Integrated Marketing Communication		
Level	3	Specialization	Marketing		
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)	Introduction to Marketing (MKT 201)				
Approval Date of Course Specification	7/9/2021				

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
a9, a10, a11, a12, a13, a15, a17	b7, b8, b9, b11, b15, b17	c11, c15, c16, c17, c19	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.)
- a2. State the importance of integrated marketing communications and its impact on brand equity.
- a3. Explain how to design effective marketing communication programs.
- a4. Describe the various roles of an advertising agency and how they interact in a typical model of the advertising development process.
- a5. Explore the advertising industry and the social environment in which it operates.
- a6. Identify the key elements of the formulation, implementation, and control of the media plan
- a7. 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. Decide on and apply 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	Mid- Term Exam						
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	Introduction to Integrated Marketing Communications	3	1	a1, a2		c1 – c2 – c3 – c4	d1 – d4
14 - 15	Final exams	3					
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills		P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills					

IX. References

Essential Textbooks	George E.Belch and Micheal A.Belch (2018). Advertising and Promotions: An Integrated Marketing Communications Perspective .Mc Graw Hill
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Wells, Moriarty, and Burnett (2012) Advertising – Principles and Practice, 7th Ed. Pearson
Online Web Sites	www.ekb.eg
Others (Specify)	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: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 305	Course Name	International Marketing		
Level	3	Specialization	Marketing		
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)	Introduction to Marketing (MKT 201)				
Approval Date of Course Specification	7/9/2021				

II. Overall Aims of the Course

This course is designed to provide the student with an overview of the international marketing arena. The course deals with all aspects of marketing from an international perspective and prepares students to deal with foreign competitive situations and international opportunities. Moreover, the course will enable the students to prepare an international marketing plan besides, obtain a conceptual understanding of the field of international marketing as well as become grounded in the realities of the global marketplace.

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,a14,a17, a18,a19	b7,b8,b9,b10,b11,b13 ,b15,b17	c11,c12,c14,c15,c16, c17	dd1,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. Define the scope and functions of international marketing.
- a2. Explain the evolution of international and global marketing theories, and the complex nature of international trade and global enterprise.
- a3. Describe the global business environment and the key forces which drive and/or restrain international marketing success.
- a4. Identify the various elements of culture that can impact global marketing strategies.
- a5. Discuss various market entry strategies.
- a6. Select, and position, products and services across borders
- a7. Explain common marketing mix strategies that suit an organization's international and global markets.
- a8. Determine the key factors influencing marketing policies, marketing mix and their implementation in the context of international and global markets.

b. Intellectual Skills

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

- b1. Evaluate marketing global opportunities and identify the reasons why organizations decide to expand their market offerings to international and global markets.
- b2. Relate different theoretical frameworks and evaluate their appropriateness when formulating international marketing strategies.
- b3. Analyze complex information on countries, markets, customers, and products in a variety of different business contexts, and make timely decisions.
- b4. Interpret the cultural variables and their impact on international marketing strategies.
- b5. Develop appropriate marketing strategies in the context of international and global markets.
- b6. Evaluate market potential, organizations' resources and the external environment when deciding which markets to enter.
- b7. Compare different marketing mix strategies across countries

c. Practical / Professional Skills

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

- c1 Analyze opportunities within international marketing environments
- c2 Assess complex data and information to make sound judgments in selecting markets and entry strategies, and appropriate marketing mix in the context of international and global markets

- c3 Prepare international marketing strategies and identify any complexities that can arise from their implementation
- c4 Examine alternative strategic choices when deciding international or global marketing strategies
- c5 Prepare an international marketing plan.
- c6 Use personal and group experiences to solve business problems within a global context.

d. General and Transferable Skills

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

- d1. Communicate effectively with different audiences, recognizing and respecting various cultural norms
- d2. develop an international marketing plan or write a business report of the organization
- d3. Use personal and interpersonal skills appropriate to being an effective member of an international 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 – 2	Chapter 1: Introduction to Global Marketing	3	1	a1, a2, a3	b1	c1	d1
3	Chapter 2: The Global Economic Environment	3	1	a2, a3, a8	b1, b3, b6	c1	d1, d3
4 – 5	Chapter 4: Social and cultural Environment	3	1	a3, a4, a8	b1, b3, b4,	c2, c6	d1, d3
6	Case study: comparison across Different countries	3	1	a1, a3, a4, a7, a8	b1, b3, b4, b7	c2, c6	d1, d3
6-7	Chapter 9: Global market Entry Strat Licensing, Investment, and Strategic Alliances	3	1	a3, a5	b1, b3, b6	c2, c4	d1, d3
8	Mid-term Exams						
9	Chapter 10: Product and Brand Decisions	3	1	a4, a6, a7, a8	b2, b3, b4, b5	c3, c5, c6	d1, d3
10	Chapter 10: Product and Brand Decisions	3	1	a4, a6, a7, a8	b2, b3, b4, b5	c3, c5, c6	d1, d3
11	Chapter 11: Pricing Decisions	3	1	a4, a7, a8	b2, b3, b4, b5	c3, c5	d1, d3
12	Chapter 13: Global Marketing Communications: Advertising	3	1	a4, a6, a7, a8	b2, b3, b4, b5	c3, c5, c6	d1, d3
13	Presentation of projects	3	1	a1-a8	b1-b6	c5, c6	d1, d2,d3
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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	Tutorials	√	√	√		√	
4	Practical Lab Sessions						
5	Self-Study (Project / Reading Materials / Online Material /Presentations)	√	√	√	√	√	
6	Seminars						
7	Case Studies	√	√	√	√	√	
8	Problem Solving						
9	Interactive Online Lectures						
10	Asynchronous teaching: Recorded Lectures/ uploaded power points	√	√	√			
11	Others (Specify)						
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills		P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills				

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							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√		20%	
9	Practical Exam							
10	Others							
	K.U.: Knowledge and Understanding I.S.: Intellectual Skills		P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills					

IX. References

Essential Textbooks	Keegan, W. & Green, M, (2017) Global Marketing: 5/e Global edition, Pearson
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Philip Cateora ,Mary Gilly & John Graham (2013) International Marketing. , 16/e Mc Graw Hill
Online Web Sites	www.ekb.eg
Others (Specify)	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: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 306	Course Name	E-Marketing		
Level	3	Specialization	Marketing		
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)	Introduction to Marketing (MKT 201)				
Approval Date of Course Specification	7/9/2021				

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
a10, a12, a13, a14, a17	b8, b10, b11, b15, b16, b17	c11, c12, c15, c17, c19	d1, d2, d3, 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 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. Identify 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

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

- b1. Evaluate 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	Mid-term Exams						
9	Strategy formulation; project discussion	3	-	a5; a7	b4	c1...c3	d1...d4
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	b5		
12	The digital marketing mix, - Online Value - Distribution	3		a9	b5; b6		
13	Marketing Communications using digital media channels: - Search engine marketing - Affiliate marketing - Opt-in email marketing + Project submission	3		a9	b5, b6	c1 - c5	d1 – d4
14 - 15	Final exams	2		a1...a9	b1...b6		
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√	√	√	13	10%
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills 					

		<ul style="list-style-type: none"> G.T.S.: General and Transferable Skills
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IX. References

Essential Textbooks	Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing-Strategy, Implementation and Practice, 7th ed., Pearson Education Limited, 2019.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Strauss, Judy & Frost, Raymond. E-Marketing, 7th ed. UK: Pearson Education Inc., 2014.
Online Web Sites	www.ekb.eg
Others (Specify)	http://guides.libraries.uc.edu/fue

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: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 401	Course Name	Strategic Marketing																																
Level	4	Specialization	Marketing																																
Department Offering the Course	Business administration department																																		
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>1</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	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	7/9/2021																																		

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
a8, a9 ,a10, a14, a16, a18	b5, b7, b8, b9, b10, b11, b13, b15	c11, c12, c14, c15, c16, c18	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 Relate 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 Explain and evaluate strategic options for a firm given an understanding of a segmented market context.
- b4 Evaluate 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	Introduction: Overview of the Marketing Strategy	3	1	a1	b1		
2	Three Levels of Strategy: Similar Components but Different Issues	3	1	a1-a2	b1		
3	Marketing's Role in Formulating and Implementing Strategies	3	1	a1-a2	b1		
4	Formulating and Implementing Marketing Strategy— An Overview of the Process	3	1	a1-a2	b1		
5	Corporate Scope—Defining the Firm's Mission and objectives	3	1	a1- a3	b1, b2		
6	Allocating Corporate Resources &Corporate Growth Strategies	3	1	a4, a5	b2- b4		
7	Strategic Decisions at the Business-Unit Level	3	1	a1 – a2	b3 -b4		
8	Midterm Exams						
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- c2 - c3	d1 –d4
14 - 15	Final Exams						
	<ul style="list-style-type: none"> G.T.S: General and Transferable Skills I.S: Intellectual Skills 			<ul style="list-style-type: none"> P.P.S. : Practical / Professional Skills K.U. :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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√				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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		P.P.S.: Practical / Professional Skills					

		G.T.S.: General and Transferable Skills
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IX. References

Essential Textbooks	Orville C. Walker, Jr. and John W. Mullins (2014) Marketing Strategy: A Decision-Focused Approach, 8th Edition McGraw-Hill
Course Notes	Course Notes: are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Aaker, David (2011), Strategic Market Management (9th ed). USA: John Wiley & Sons.
Online Web Sites	www.ekb.eg
Others (Specify)	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. Heba Abdel Wahab**
- **Head of The Department: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT402	Course Name	Sales Management		
Level	Four	Specialization	Marketing		
Department Offering the Course	Department of 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	7/9/2021				

II. Overall Aims of the Course

The course is designed to equip the students with a theoretical and practical understanding of effective sales management. It will provide the students with the basic functions of sales management and students will develop competencies in selling approaches, selling presentations, professional selling, and sales management 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 , a16 , a18	b7 , b9 , b10 , b11	c12, c13 , c14 , c19	d1 , d2 , 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. Discuss the role of sales management in the corporation
- a2. Distinct between the skills required for selling and sales management.
- a3. Identify the key factors in establishing and maintaining high morale in the sales force.
- a4. Define the sales management actors
- a5. discuss the various techniques for sales forecasting and establishing quotas.
- a6. Identify the role of the sales organization
- a7. Explain the dimensions of the motivation
- a8. Describe the types of the sales force motivation.
- a9. Distinguish the different methods used for designing sales territories and routings
- a10. Outline The ethical boundaries of sales management

b. Intellectual Skills

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

- b1. Develop a plan for organizing, staffing and training a sales force.
- b2. Develop an effective sales compensation plan.
- b3. Evaluate the performance of a salesperson.
- b4. Organize sales territories to maximize selling effectiveness.
- b5. Evaluate sales and sales management strategies in relation to current legal and ethical standards of practice.

c. Practical / Professional Skills

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

- c1 apply sales management tools such as sales forecasting, sales compensation methods, sales budgeting, sales reports, routings, quotas, sales analysis.
- c2 Demonstrate a clear understanding of sales marketing concepts
- c3 Develop a successful agreement as a salesperson.
- c4 Innovate creative sales techniques

d. General and Transferable Skills

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

- d1. Communicate efficiently and Effectively
- d2. Use multiple techniques to deliver the message.
- d3. Manage a successful communication skill like listening, public speaking.
- d4. Work effectively as Team member
- d5. Demonstrate the ability to use on-line resources to research and prepare written and oral offers

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	The field of sales management and its role in the corporation.	3	1	a1 – a2 – a4	b1		
2	Functions of sales management.	3	1	a1 – a2 – a4	b1		
3	Selection of salespeople	3	1	a2 – a4	b1 – b3		
4	Training and motivation of the sales force Techniques.	3	1	a3- a7- a8	b2 – b3		
5	strengths and weaknesses of compensation plans	3	1	a3- a7- a8	b2 – b3		
6	sales force performance.	3	1	a2 - a4 – a6	b1 – b3		
7	The design of sales territories and routings.	3	1	a4 – a9	b4		
8	Mid – Term Exam						
9	techniques of sales forecasting and quotas.	3	1	a5- a9	b4		
10	methods of conducting sales analysis.	3	1	a5 – a9	b3 – b4		
11	the new realities of sales management	3	1	a10	b5		
12	Ethical standards in sales management	3	1	a10	b.5		
13	Project presentation	3	1			c1 — c4	d1 –d5
14 - 15	Final Exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√				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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Thomas N. Ingram, Routledge. “Sales Management. Analysis and decision making”, 2015
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Mike Weinberg and Keith Rosen, “Sales Management. Simplified - Coaching Salespeople into Sales Champions: A Tactical Playbook for Managers and Executives”.
Online Web Sites	www.ekb.eg
Others (Specify)	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. Heba Abdel Wahab**
- **Head of The Department: Dr. Ahmed Azmy**
- **Date: 7/9/2021**

I Course Information

Course Code	GMK 401	Course Name	Graduation Project marketing	
Level	Four	Specialization	Marketing	
Department Offering the Course	Department of Business Administration			
Credit Hours	<i>Credit Hours</i>			
	Total Credit Hours	Theoretical	Tutorial	Practical
	2		-	-
	<i>Contact Hours</i>			
Contact Hours	Theoretical	Tutorial	Practical	
2	2	-	-	
Course Prerequisite(s)	Research Methodology (REM 101) Advanced Statistics (SAT 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:

- Create academic proposal and research paper
- Analyze theoretical models and frameworks
- Manage projects of varying sizes and complexity through project leadership
- Integrate their knowledge and skills into real world application.

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, a8, a13, a15, a16	b8, b10, b11, b12, b14, b16, b17	c11, c12, c13, c17, c19	d1, d2, d3, d4, d5, d6, 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. Identify the methodologies used for research projects
- a3. Discuss contemporary topics in marketing management

b. Intellectual Skills

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

- b1. Examine various sources of information
- b2. Prepare literature review in a scientific manner
- b3. Analyze research problems
- b4. Relate various scientific topics
- b5. Interpret the different approaches of critical thinking
- b6. Synthesize their accumulated knowledge.

c. Practical / Professional Skills

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

- c6. Use the various types of research methods.
- c7. Analyze literature gaps
- c8. Practice their skills into the real-world application
- c4. Apply academic knowledge in corresponding field of research
- c5. Practice appropriate techniques to analyze and solve marketing problems.

d. General and Transferable Skills

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

- d1. Work collaboratively in teamwork activities.
- d2. Communicate effectively with different audiences, recognizing and respecting various norms.
- d3. Manage time and resources effectively
- d4. Use personal and interpersonal skills appropriate for being an effective member of a marketing team.
- d5. Develop academic writing 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	Introduction to graduation project: Nature of business research and research process	2		a1,a2, a3		c1	d1-d4
2-3	Choosing and clarifying a research topic	4		a1,a2, a3	b1,b4,b6	c1,c2	d1-d4
4-5	Research methodology: Identifying research gap and research problem	4		a1, a2 a3	b1,b3,b4, b6	c1, c2,c3 c4,c5	d1-d4
6	Research methodology: Developing research questions and objectives	2		a1, a2,	b3,b5,b6	c1, c2,c3 c4,c5	d1-d5
7	Research methodology: Developing research hypotheses	2		a1, a2,	b3,b5,b6	c1, c2,c3 c4,c5	d1-d5
8	Midterm: Not applicable						
9	Literature review: Critically review literature	4		a1,a2, a3	b1,b2,b5b6,	c4, c5	d1-d5
10	First presentation and oral discussion	2		a1,a2, a3	b1-b6	c1-c5	d1-d5
11	Academic writing	2		a1,a2, a3	, b1-b6	c1- c5	d1-d5
12	Plagiarism (How to paraphrase)	2		a2	b1, b2, b6	c1	d1-d5
13	Citation and References	2		a2	b1, b2	c1	d1-d5
14	Follow up : discussion and rework	2		All ILOs are applied in this topic			
15	Submission of part one	2		All ILOs are applied in this topic			
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
2	Written Final Exam							
3	Quizzes							
4	Assignments							
5	Presentations	√	√	√	√		10%	
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√		90%	
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Research methods for business student Adrian Thornhill ,Philip Lewis &Mark N. K. Saunders
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	Egyptian knowledge bank : www.ekb.eg American Marketing association : www.ama.org
Others (Specify)	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 Daa / Dr. Sahar Nagaty / Dr. Reham**
- **Head of The Department: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	GMK 402	Course Name	Graduation Project marketing																																
Level	Four	Specialization	Marketing																																
Department Offering the Course	Department of Business Administration																																		
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></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		-	-		<i>Contact Hours</i>					Contact Hours	Theoretical	Tutorial	Practical		2	2	-	-	
<i>Credit Hours</i>																																			
Total Credit Hours	Theoretical	Tutorial	Practical																																
2		-	-																																
<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
2	2	-	-																																
Course Prerequisite(s)	Graduation Project 1(GMK1)																																		
Approval Date of Course Specification	7/9/2021																																		

II. Overall Aims of the Course

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

- Analyze data and information
- Recognize the various types of data collection, design, analysis and presentation
- Evaluate objective and subjective opinions
- Apply research methods and techniques
- Write research results and comprehensive discussion

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
a13, a15, a16	b7, b8, b11, b12, b14	c11, c12, c13, c14, c17, c19	d1,d2,d3,d4,d5,d6,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 different types of data collection methods
- a2. Define different ways of conducting qualitative and quantitative research
- a3. Identify the statistical tools and analysis
- a4. Express the ethical considerations in data collection
- a5. Write research results and comprehensive discussion

b. Intellectual Skills

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

- b1. Demonstrate skills of research design and execution.
- b2. Integrate the objective and subjective view points
- b3. Relate results logically with theoretical framework.
- b4. Interpret, explain and evaluate the research results.

c. Practical / Professional Skills

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

- c1 Analyze the various statistical data
- c2 Interpret statistical analysis.
- c3 Present research results
- c4 Formulate the policy implications and recommendations.

d. General and Transferable Skills

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

- d1. Communicate effectively with different audiences, recognizing and respecting various norms.
- d2. Manage time and resources effectively
- d3. Develop creative and critical reasoning 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	Introduction and Revision of projects (GMK1)	2		a1	b1,b2		d1,d2,
2-3	Research methodology: qualitative and quantitative research	4		a1,a2,a3,	b2		d1,d2, d3,
4-5	Data collection: Questionnaire design	4		a3 ,a4	b1		d1,d2, d3,
6	Data collection: collecting primary data	2		a3 ,a4	b1		d1,d2, d3,
7	Statistical analysis: SPSS	4		a3		c1	d1,d2, d3,
8	Midterm Exam – Not Applicable						
9	Analyzing results: descriptive statistics	2		a3	b1,b3,b4	c1,c2	d1- d4
10	Analyzing results: Hypotheses testing	2		a3	b1,b3,b4	c1	d1- d4
11-12	Research findings and discussion	4		a4,a5	b2,b3,b4	c2,c3,c4	d1- d4
13	Follow up: discussion and rework	4		a4,a5	b2,b3,b4	c2,c3,c4	d1- d4
14-15	Final Presentation	2		a1-a5	b1-b4	c3	d1- d4
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
2	Written Final Exam							
3	Quizzes							
4	Assignments							
5	Presentations	√	√	√	√		10%	
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√		90%	
9	Practical Exam							
10	Others (Participations)							
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills			P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills				

IX. References

Essential Textbooks	Research methods for business students Adrian Thornhill ,Philip Lewis &Mark N. K. Saunders
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	Egyptian Knowledge bank www.ekb.eg American Marketing association www.ama.org
Others (Specify)	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 Nagaty**
- **Head of The Department: Assistant Professor Ahmed Azmy**
- **Date: 7/9/2021**

Specialization requirements Elective Courses

I. Course Information

Course Code	MGT 301	Course Name	Negotiation Management		
Level	3	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	7/9/2021				

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
a8, a13	b1, b2, b3, b5, b6, b11	c1, c3, c6, c10, c15, c16	d4, d6, 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. Identify the concept of negotiation
- a2. Describe 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. Illustrate the difference between negotiation strategies and tactics.

b. Intellectual Skills

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

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

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

- d1. Enhance presentation skills
- d2. Lead teamwork as well as oral and written communications.
- d3. Develop the ability to think rationally
- d4. 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.	I.S	P.P.S.	G.T.S
1	Essentials of Negotiation	3	-	a1, a2	b1		
2	Chapter 1: Negotiation and Dispute Resolution	3	-	a1, a2	b1		
3	Chapter 2: Language of negotiation	3	-	a2, a3, a10	b1, b2		
4	Chapter 3: Distributive and Integrative negotiation	3	-	a3, a4	b2, b3	c1 – c8	d1 – d4
5	Chapter4: Competitive and Cooperative Styles & Do Gender or Culture Make a Difference?	3	-	a4, a5, a6	b2, b3	c1 – c8	d1 – d4
6	Chapter 5: Current Technology in Negotiations and Mediation Practices					c1 – c8	d1 – d4
7	Presentations	3	-			c1 – c8	d4
8	Midterm Exam						
9	Mid-term Exams	1	-				
10	Chapter6: Conflict and dispute resolution	3	-	a7	b3, b4	c1 – c8	d1 – d4
11	Chapter7: 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, a11, a12	b5, b6	c1 – c8	d1 – d4
14 – 15	Final exams	2	-				
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Beverly DeMarr and Suzanne De Janasz (2013). <i>Negotiation and Dispute Resolution</i> , Prentice Hall, 2013
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	<ol style="list-style-type: none"> 1 Negotiation and Dispute Resolution, Beverly DeMarr and Suzanne De Janasz. Prentice Hall, 2013. 2 Essentials of Negotiation, 5th Edition, Roy J Lewicki, Bruce Barry, and David M Saunders, McGraw Hill, 2011 3 Mastering the ISDA Master Agreements: A Practical Guide for Negotiation, 3/e Paul Harding, Pearson/FT Press, 2010. 4 A Woman's Guide to Successful Negotiating, Second Edition, 2nd Edition. Lee E. Miller and Jessica Miller, McGraw Hill, 2011. 5 Selling: Building Partnerships, 7th Edition. Barton A Weitz, Stephen B Castleberry, and John F Tanner. McGraw Hill, 2009. 6 Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value, 1st Edition. Harry Macdivitt and Mike Wilkinson McGraw Hill, 2012. 7 Negotiation Closing Deals, Settling Disputes, and Making Team Decisions. David S. Hames. Sage Publications Inc, 2012.
Online Web Sites	www.ekb.eg
Others (Specify)	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 El Menawy
Head of The Department: Dr. Ahmed Azmy
Date: 7/9/2021

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	7/9/2021				

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, a6, a13	b5, b6, b10	c10, c11	d1, d2, d3, 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 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	-	a1	b1		
2	Culture, diversity, and global engagement.	3	-	a2, a3	b1, b2	c1 – c3	d1 – d4
3	Listening +Solving Communication Problems in the Workplace	3	-	a5, a8	b3	c1	d1
4	Verbal and nonverbal messages.	3	-	a1, a3, a4	b2, b4, b6	c1 – c3	d1 – d4
5	Interpersonal Skills	3	-	a1, a4	b2	c1 – c3	d1 – d4
6	Principles of Interviewing	3	-	a1, a6	b1	c1 – c3	d2, d3
7	Project presentations	3	-	-		c1 – c3	d1 – d4
8	Mid-term Exams						
9-10	Effective team communication	3	-	a2, a3	b2, b5	c1 – c3	d1 – d4
11	Effective meeting	3	-	a3, a4	b3	c1 – c3	d1 – d4
12	Developing and Organizing the Presentation	3	-		b7		
13	Verbal and Visual Support in Presentations	3	-		b1, b3, b7	c1 – c3	d1 – d4
14 - 15	Final exams	2					
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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)								
**	K.U. : Knowledge and Understanding I.S.: Intellectual Skills			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	Ronald Adler, Communication at work, Macgrow hill, 2019
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	www.ekb.eg
Others (Specify)	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: Dr Ahmed Azmy**
- **Date: 7/9/2021**

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	7/9/2021				

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	b2, b5, b10	c2, c4, c11, c13	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

- a1. Evaluate critical tools, functions, concepts and skills that are required for owner/managers of small business.
- a2. Develop a clear vision and meaningful mission statements.
- a3. Analyze strengths opportunities, weaknesses, and threats of any business by using SWOT Analysis.
- a4. Compare between buying franchise and starting new business
- a5. Suggest ways to reduce risk of business.
- a6. Formulate Balance sheet.
- a7. Construct business plan.

c. Practical / Professional Skills

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

- a1. Apply the skills necessary for venture creation and small business management.
- a2. Use business plan
- a3. 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, d2, d3
2	Creativity Small Business: An Overview Entrepreneurship and Ownership	3	1	a1, a2, a3	b1, b2, b3	c1 – c3	d1, d2, d3
3	Franchising Taking Over an Existing Business	3	1	a5, a6	b4	c1 – c3	d1, d2, d3
4	Ethics and Strategic Planning: The Business Plan	3	1	a4	b5, b2	c1 – c3	d1, d2, d3
5 & 6	Marketing strategy and practice using business plan	3	1	a7, a8	b3	c1 – c3	d1, d2, d3
7	Lease or Buy a small business	3	1	a9, a10	b4, b5	c1 – c3	d1, d2, d3
8	Mid-term Exams						
9-10	Small Business Strategies: Imitation with a Twist	3	1	a9	b7	c1 – c3	d1, d2, 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, d2, d3
13	Presentation	3	1	a1-a10	b1-b7	c1 – c3	d1, d2, d3
14 - 15	Final exams			a1-a10	b1-b7		
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> □ P.P.S. : Practical / Professional Skills □ K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U. : Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	<p>Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2013). <i>Entrepreneurship</i>, 9th edition. NY: McGraw-Hill/Irwin.</p> <p>Ahlstrom, D., Young, M. N., Chan, E. S., & 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. & 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. & Shane, S. A. (2008). <i>Entrepreneurship: A Process Perspective</i>, 2nd edition. Mason, Ohio: Thomson South-Western.</p>
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	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.
Online Web Sites	www.ekb.eg
Others (Specify)	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: 7/9/2021

I. Course Information

Course Code	MKT 307	Course Name	Green Marketing	
Level	Three	Specialization	Marketing	
Department Offering the Course	Department of 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 Marketing (MKT 201)			
Approval Date of Course Specification	7/9/2021			

II. Overall Aims of the Course

- The course identifies changing patterns of consumer demand and changing propensities to pay for green products. Special attention is paid to design issues in creating green products, pricing issues and communication issues (including discussion of controversies such as green washing). Supply chain issues will be explored, as will broader issues of recycling and sustainability. What is green marketing, context market for green products and services, green marketing strategy and the green marketing mix.

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, a11, a14, a16 , a17	b7, b9, b10, b11, b15, b16	c11, c15, c16, c17	d1, d2, d3 , 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 core concepts of Green marketing and its role in modern marketing practices.
- a2. describe the multi-dimensional construct, tools, and orientations to study the theoretical foundations on green marketing.
- a3. determine the extended Green marketing mix elements of product, price, place, and promotion.
- a4. describe marketing strategies for segmenting, targeting, and positioning green products and services.
- a5. discuss supply chain issues as well as broader issues of recycling and sustainability and green washing.
- a6. identify the opportunities, challenges, aspects in planning, development, and implementation of green marketing strategies.

b. Intellectual Skills

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

- b1. analyze the relationship between customer value, satisfaction, productivity, and quality.
- b2. analyze the green marketing offering using the different elements of the green marketing mix.
- b3. discover the challenges pertaining to green marketing.
- b4. differentiate different green marketing strategies, tool, dimensions, and aspects types.
- b5. evaluate the situation of existing green companies and how to rebrand their green products.

c. practical / Professional Skills

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

- c1. analyze issues pertaining to the planning, developing and implementation of green marketing strategies
- c2. use the acquired concepts through the course in conducting a real campaign of raising awareness to the importance of green marketing
- c3. investigate innovative ways to integrate green marketing into all aspects of the 4Ps of International/local Marketing.
- c4. use some analytical frameworks for evaluating green marketing opportunities.
- c5. apply the concepts of green marketing for consumers, marketers and public.

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.
- d5. Enhance the English language proficiency.

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) Course overview and introduction to Green Marketing	3		a1			
2	(Chapter1) Green marketing mix (product price place and promotion), <ul style="list-style-type: none"> • characteristics of green marketing, • internal and external Ps of green marketing, phases of green marketing, • The Three R's of Environmentalism, Benefits of Green Marketing 	3		a1; a2; a3	b1	c1; c2	d1; d2; d5
3	(Chapter2) Adoption of green marketing and green marketing mix-product (design, usefulness, packaging, value, convenience, quality, and packaging) and price	3		a3	b1; b4	c1; c2; c3	d1; d2; d5
4	(Chapter2) Green marketing mix –place (online, offline) and promotion (promotional partner, materials, and advertising message)	3		a3	b1	c1; c2; c3	d1; d2; d5
5	(chapter 3) positioning, segmentation and targeting –Green washing	3		a4; a5	b3	c1; c2; c3	d1; d2; d5
6	(Chapter3) Green marketing strategies	3		a4	b3	c1; c2; c3	d1; d2; d5
7	(Chapter4) life cycle approach-Green marketing paradigm	3		a1; a2; a4	b3	c2; c4	d1; d2; d5
8	MIDTERM Exams						
9	(Chapter6) Green marketing aspects, activities, and challenges	3		a6	b2	c2; c4	d1; d2; d5
10 - 11	(Chapter8) Green marketing dimensions	3		a2	b1-b4	c4	d1; d2; d5
12- 13	Project presentations	3		a1-a6	b1-b4	c1-c5	d1-d5
14 – 15	Final Exams	2					
K.U. :Knowledge and Understanding I.S: Intellectual Skills				P.P.S. : Practical / Professional Skills G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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, 8, 10	10%
4	Assignments	√	√	√	√	√	3/11	5%
5	Presentations	√	√	√	√	√	11-13	5%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√	√	11-13	10%
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Esakki and Thangasamy. “Green Marketing and Environmental Responsibility in Modern Corporations”, IGI Global, 2017
Course Notes	Course Notes: are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Jacquelyn A. Ottman. “Green Marketing: -Challenges and Opportunities for the New Marketing Age”, NTC Business Books, 1993.
Online Web Sites	http://guides.libraries.uc.edu/fue // http://www.ekb.eg
Others (Specify)	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. Sahar Ahmed Nagaty**
- **Head of The Department: Dr. Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 308	Course Name	Marketing Distribution channels	
Level	Three	Specialization	Marketing	
Department Offering the Course	Department of 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 Marketing (MKT 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:

- This course aims to introduce current theories and practices in distribution channels management to students. By learning the relevant theoretical frameworks, students will understand the motivations and behavior of channel members and effective ways to manage a firm's relationship with its channel members. Students will also learn how to make informed decisions in channels management. The course includes marketing channel concepts, channel participants, environment of marketing channels, behavioral processes in marketing channels, strategy in marketing channels, designing marketing channels, and motivating channel members.

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 , a14, a17, a18	b7 , b9 , b11, b13 , b17	c11, c12 , c13 ,c14	d1 , d2 , d3 , 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. Acquire the basic knowledge, concepts, and tools, needed for distribution management.
- a2. Discuss the importance of distribution channels.
- a3. Explain the main principles for designing Marketing Channels' strategies.
- a4. Identify the marketing mix issues for Logistics and Channel Management.
- a5. Describe channel flows and participants.
- a6. Identify the major institutional channel forms.

b. Intellectual Skills

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

- b1. Classify the challenges pertaining to Marketing channels.
- b2. Distinguish different types of distribution channels.
- b3. Analyze marketing Channels problems to develop and recommend solutions.
- b4. Apply channel design principles.
- b5. Analyze channel structure in the light of segmentation, positioning and targeting objectives, and environmental constraints.
- b6. Appraise the role of product, pricing, promotion and logistics strategies to secure cooperation from channel members

c. Practical / Professional Skills

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

- c1 Use the acquired concepts in the course in real business world.
- c2 Apply the 4 Ps of marketing to products including distribution, setting prices, and promotion to develop a channel marketing strategy.
- c3 Investigate the logistic operations in the organizations.
- c4 Assess strategies for the selection, motivation and evaluation of channel members.
- c5 Formulate and assess strategic, operational and tactical channel decisions.

d. General and Transferable Skills

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

- d1. Communicate effectively with others.
- d2. Work in a team to address services marketing topics.
- d3. Build writing, speaking, discussion and analytical skills.
- 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	Course overview and introduction to Channel Marketing Management.	3	-	a1	b1- b2		d1-d4
2	Channel participants and environment of marketing channels.	3	-	a1, a2 – a5	b1 – b2		d1-d4
3	Behavioural processes in marketing channels.	3	-	a1 – a2	b4		d1-d4
4	Strategy in marketing channels.	3	-	a3	b3		d1-d4
5	Designing marketing channels.	3	-	a4 – a5	b4		d1-d4
6	Selecting channel members, target markets and channel design.	3	-	a5	b5		d1-d4
7	Product Issues in Channel Management.	3	-	a4 – a6	b6		d1-d4
8	Mid-Term Exam						
9	Pricing Issues in Channel Management	3	-	a3- a4	b6		d1-d4
10	Promotion through the Marketing Channel	3	-	a3- a4	b6		d1-d4
11	Logistics and Channel Management	3	-	a4	b4		d1-d4
12	Evaluation Channel Member Performance	3	-	a5	b6		d1-d4
13	Project Presentations	3	-			c1- c5	
14	Final Exams						
15	Final Exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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							
8	Teamwork Projects	√			√	√		10%
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Bert Rosenbloom. <u><i>“Marketing Channels: A Management View”</i></u> , Seventh Edition.
Course Notes	Course Notes: are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Coughlan, Anderson, Stern and El-Ansary “Marketing Channels 7/e by (Prentice Hall, ISBN 0131913468) Linda Gorchels , Edward Marien , and Chuck West , the Manager's Guide to Distribution Channels. McGraw-Hill, 2004.
Online Web Sites	http://guides.libraries.uc.edu/fue/ // http://www.ekb.eg
Others (Specify)	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: Dr. Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT 403	Course Name	Customer Relationship Management		
Level	four	Specialization	Marketing		
Department Offering the Course	Department of 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)	Consumer Behavior (MKT 302)				
Approval Date of Course Specification	7/9/2021				

II. Overall Aims of the Course

- **This course** Equip the students with a conceptual understanding in customer relationship management and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers. moreover, it prepares students to deal with the changes in the corporation and the global marketplace - by exploring issues related to challenges of developing and managing relationship marketing strategies and programs



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 , a14 , a17 , a18	b9,b10,b11, b13, b15	c12,c13,c14,c15,c19	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 relationship theory and relationship economics from the point of view of the customer and the organization.
- a2. Identify an organization's relational strategies with stakeholder groups that affect how well it meets customer needs.
- a3. Discuss CRM implementation strategies
- a4. Compare strategic, operational and tactical CRM decisions.
- a5. Describe how CRM creates value for organization and customers

b. Intellectual Skills

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

- b1. Analyze an organization's relational strategies with stakeholder groups that affect how well it meets customer needs
- b2. Evaluate CRM implementation strategies.
- b3. Formulate and assess strategic, operational, and tactical CRM decisions.

c. Practical / Professional Skills

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

- c1. Use the acquired concepts in the course in real business world.
- c2. Plan and conduct an investigation of CRM, and communicate findings in an appropriate format
- c3. Analyze different components of CRM plan

d. General and Transferable Skills

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

- d1. Develop a CRM oriented mindset.
- d2. Communicate effectively with others.
- d3. Work in a team to address CRM topics.

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.	(Chapter 1): Introduction Customer-supplier relationships Customer relationship management	3	-	a1, a2, a5	b1	c1	d1, d2
2.	(Chapter 2): Introduction Customer-supplier relationships Customer relationship management	3	-	a1, a2, a5	b1	c1	d1, d2
3.	(Chapter 3): CRM as an integral business strategy: The relationship-oriented organization	3	-	a1; a2, a3, a4	b1, b2, b3	c1	d1, d2, d3
4.	(Chapter 4): CRM as an integral business strategy: The relationship-oriented organization	3	-	a1; a2, a3, a4	b1, b2, b3	c1	d1, d2, d3
5.	(Chapters 5): Customer knowledge strategy	3	-	a1, a4, a5	b1, b2, b3	c1-c3	d1, d2, d3
6.	(Chapters 6): Customer data management	3	-	a1, a2, a5	b2, b3	c1	d1, d2, d3
7.	(Chapter 11 & 12): The customer proposition: The relationship policy	3	-	a1, a2, a5	b1, b2, b3	c1-c2	d1, d2, d3
8.	MIDTERM Exams						
9.	(Chapters 13): Multichannel management	3	-	a1, a2, a5	b2, b3, b4	c1-c2	d1, d2, d3
10.	(Chapters 14): Personal selling	3	-	a2, a3, a4	b2, b3	c1-c3	d1, d2, d3
11.	(Chapters 17): CRM systems Implementation	3	-	a2, a3, a4	b2, b3	c1-c3	d1, d2, d3
12.	CRM systems Implementation (continued)	3	-	a2, a3, a4		c1-c3	
13.	Presentation	3	-				
14.	Final Exam						
15.	Final Exam						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • IS: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			12	10%
4	Assignments	√	√	√	√	√	4/10	10%
5	Presentations	√			√	√	13	10%
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					



IX. References

Essential Textbooks	Ed Peelan and Rob Beltman. “Customer Relationship Management”, 2nd Edition, by. 2014; Pearson Education Canada
Course Notes	Course Notes: are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Ronald S. Swift, Upper Saddle River. “Accelerating Customer Relationships”, N.J. Prentice Hall PTR, 2001 Francis Buttle (2006) Customer relationship Management : Tools and concepts , Elsevier Butterworth-Heinemann vol 13
Online Web Sites	http://guides.libraries.uc.edu/fue // http://www.ekb.eg
Others (Specify)	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. Sahar Nagaty**
- **Head of Department: Prof. Dr. Ahmed Azmy**
- **Date: 7/9/2021**



I. Course Information

Course Code	MKT 404	Course Name	Public Relation Management	
Level	Four	Specialization	Marketing	
Department Offering the Course	Department of 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 Marketing (MKT 201)			
Approval Date of Course Specification	7/9/2021			

II. Overall Aims of the Course

This course is designed to provide students with a sound foundation of knowledge on the nature of public relations including development of skills in the design and development of public relations campaigns. Public Relations focuses on understanding and developing the relationship between an organization, and the "public" with which that organization must effectively co-exist. Managing an organization's relationship with its publics is central to public relations. The course is designed to introduce students to Public Relations, including the nature and history of the profession, along with the theoretical and applied foundations of contemporary public relations practice.

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, a11 a13, a17, a19	b7, b9, b10, b14 , b16	c11, c12, c13, c16, c19	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. explain the basic terminologies, concepts, and theories of public relations management.
- a2. describe the basic process of public relations – research, planning, communication, evaluation.
- a3. determine the relationship between publicity and Public Relations and advertising.
- a4. identify the implications, benefits, strategies, and challenges of Public Relations in the society.
- a5. demonstrate the knowledge regarding the role and function of contemporary public relations today and in the global economy.
- a6. describe and discuss the various elements of a Public Relations strategy

b. Intellectual Skills

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

- b1. develop a critical understanding in the academic and professional basis of Public Relations, and their applications.
- b2. discover the nature of public relation and its relationship with other functions in the organization.
- b3. develop a critical appreciation of the ethical, legal issues and internal and external factors involved in PR.
- b4. .analyze the nature of mass media for the development of effective relationships with the media.
- b5. .interpret different ways in responding to public relation challenges, strategies, and opportunities.
- b6. develop credible and comprehensive PR strategies for employment or continuing professional development

c. Practical / Professional Skills

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

- c1 analyze the cultural and organizational contexts, key trends and ethical issues influencing contemporary PR.
- c2 examine the role of PR in society and organizations, working with some of largest public relations companies.
- c3 use PR writing, integrated marketing communications, and crisis management tactics.
- c4 assess diverse situations where the application of the appropriate public relations strategies and tactics may address these situations.
- c5 apply public relations models and communication theories to real-world practices..
- c6 demonstrate knowledge of the evolution of public relations throughout history, and the range of careers available in today’s contemporary practice.

d. General and Transferable Skills

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

- d1. interact efficiently and effectively in the public relation process.
- d2. manage in depth knowledge of the strategic roles and functions of PR within organizations.
- d3. work effectively and efficiently in teams.
- d4. encourage critical thinking and communication skills (both written and verbal).
- 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	Chapter one: Introduction to public relations tools and practices, explain the importance, functions, and elements of Public relations	3	-	a1; a2	b1; b2		
2	Chapter two: Internal and external public relations – strengthening the organization	3		a1; a6	b1; b3		
3	Chapter three: Four Models of PR, Media Relations I: Press Release, Media Relation, Press Conference, Crisis PR and Socio-economic development and social media	3		a2; a6	b4		
4	Chapter three: public relations functions in adapting an organization to its social, political, and economic environment	3		a4; a5	b2; b3	c2	d4; d5
5 - 6	Chapter four: Public relations communication theory - SEMDR, other communications models - Concept of two-way communication	3		a1; a5	b1		d1-d3
7	Chapter five: public relations as an ethical practice, a planned process, a managerial concept and a behavioral science	3		a4; a5	b3 b5; b6	c1 c4	d1-d5
8	Mid-term Exams	1		a1; a2; a4, a5, a6	b1-b6		
9-10	Chapter six: The Strategies of Public Relations and Public Relations in the Digital Age	3		a4	b5; b6	c4	
11 – 12	publicity and advertising	3		a3	b4		
13	Presentations	3				c1-c6	d1-d5
14 – 15	Final exams	2					
	<ul style="list-style-type: none"> • K.U. :Knowledge and Understanding • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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; 8; 13	10%
4	Assignments	√	√	√	√	√	3; 13	10%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√	√	12	10%
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Lattimore and others “Public Relations: The profession and the practice”, 4 th ed., McGraw-Hill,2013
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	www.ekb.eg http://guides.libraries.uc.edu/fue
Others (Specify)	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 Nagaty**
- **Head of The Department: Dr/Ahmed Azmy**
- **Date: 7/9/2021**

I. Course Information

Course Code	MKT405	Course Name	Enterprise Marketing		
Level	four	Specialization	Marketing		
Department Offering the Course	Department of 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)	Consumer behavior (MKT 302)				
Approval Date of Course Specification	7/9/2021				

II. Overall Aims of the Course

The business marketing course provides an ideal platform to deepen student knowledge of the competitive realities of the global marketplace, customer relationship management, supply chain management, and related areas. It facilitates the student's understanding of the nature, structure, and distinguishing characteristics of the industrial or business-to-business market, provide a framework for understanding and analyzing organizational buying behavior in all sectors of the business market—commercial enterprises, government, and institutions and it will enhance the student's ability in applying demand analysis and segmentation techniques in the business market.

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 , a13 , a14 , a16 , a17	b7 , b9 , b11 , b13 , b15 , b17	c11, c12 , c13 , c15 , c19	d1 , d2 , d3 , d4 , 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. Discuss the characteristics of business market
- a2. Describe The types of customers in the business market.
- a3. Explain The underlying factors that influence the demand for industrial products
- a4. Explain the concept of market driven companies
- a5. Discuss the factors influencing the organizational buying process
- a6. State the organizational buying process
- a7. Identify the nature of the buyer seller relationships in a product supply chain
- a8. Describe The criteria for defining a unique market segment

b. Intellectual Skills

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

- b1. Use different theories and models to critically analyze firm specific enterprise marketing issues.
- b2. evaluate relationships, roles, processes, activities and relations of power and dependence on business marketing.
- b3. Apply the organizational buying process.
- b4. Assess the criteria that best define a unique market segment

c. Practical / Professional Skills

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

- c1 Identify problems and critical aspects of the enterprise marketing management field.
- c2 Investigate the insights gained from the theoretical concepts to real-world marketing practices and challenges.
- c3 Display problem analysis skills and an ability to solve enterprise marketing problems
- c4 Demonstrate a working knowledge of the concepts and methods of enterprise marketing
- c5 Develop a complete marketing Proposal using extensive research and skilled writing and presentation.

d. General and Transferable Skills

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

- d1. Use the knowledge and Gain the ability to think rationally and strategically particularly as a decision maker.
- d2. Collaborate effectively by working as a part of a team, undertaking and managing teamwork tasks.
- d3. Communicate through oral presentations and written submissions to an informed audience.
- d4. Build writing, speaking and analytical skills
- d5. Develop critical thinking 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	Business marketing concept and business market customers	3		a1 – a2 – a4	b1 – b2		
2	Business Markets versus Consumer Markets	3		a1 – a2 – a3 - a4	b1 – b2		
3	The supply chain	3		a7	b2 – b3		
4	understanding the dynamics of organizational buying	3		a3 – a5 -a6	b2 – b4		
5	The buying situations and the forces Influencing Organizational Buying Behavior	3		a5 -a6 – a7	b2 – b4		
6	Relationship marketing	3		a3 – a7	b2		
7	Measuring customer profitability	3		a7	b1 – b2		
8	Mid-Term Exams						
9	Customer Relationship Management	3		a7	b2		
10	Relationship Marketing success	3		a4 – a7	b2		
11	Segmenting the Business Market	3		a8	b2 – b5		
12	Segmenting the market part 2	3		a8	b2 – b5		
13	Final project presentation	3				c1- c2 – c3 – c4 – c5	d1 - d5
14 – 15	Final exams	2					
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects	√	√	√	√	√	15%	
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Michael D. Hutt and Thomas W. Speh. "Business Marketing Management: B2B", 12 th ed., Europe, Middle East, and Africa Edition ,2017
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Philip Kotler " B2B Brand management " Springer. 2006
Online Web Sites	www.ekb.eg
Others (Specify)	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: Dr Ahmed Azmy**
- **Date: 7/9/2021**

Minor Courses

Minor Accounting

I. Course Information

Course Code	ACT 301	Course Name	Auditing		
Level	3	Specialization	Accounting		
Department Offering the Course	Department of Accounting				
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)	Financial Accounting (ACT 102)				
Approval Date of Course Specification	7/9/2021				

II. Overall Aims of the Course

The objective of this course is to provide students with an introduction to the auditing profession. The course provides the students with main concepts and objectives of auditing, types of audits and auditors. In addition, students will be able to identify the responsibilities and duties of auditors, the generally accepted auditing standards, the different types of audit reports, and audit evidence

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
a8	b7, b8	c7, c8, c16	d1, d7

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 nature and scope of auditing and related services.
- a2. State the difference between auditing and accounting.
- a3. Discuss the difference between types of auditors and audits.
- a4. Outline the nature of CPA firms, what they do, and their structure.
- a5. Write the role of the PCAOB and AICPA on the CPA profession.
- a6. Identify the generally accepted auditing standards in applying ethical and disciplinary consideration in the field.
- a7. Describe the parts of the standard unqualified audit report.
- a8. List the conditions required to issue the standard unqualified audit report.
- a9. Identify the types of audit reports that can be issued when an unqualified opinion is not justified.
- a10. Define management's responsibility and auditor's responsibility regarding the financial statements and internal control.
- a11. Distinguish among the three categories of management assertions about financial information.
- a12. Specify the characteristics that determine the persuasiveness of evidence.

b. Intellectual Skills

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

- b1. Differentiate audit services from other assurance and non-assurance services provided by CPAs.
- b2. Relate quality control standards and practices within the accounting profession.
- b3. Design an audit plan and its procedures.
- b4. Choose the appropriate audit report based on different situations.
- b5. Draft appropriately modified audit reports under a variety of circumstances.
- b6. Explain how materiality affects audit reporting decisions.
- b7. Relate the six-general transaction related audit objectives to management assertions for classes of transactions.
- b8. Link the eight-general balance-related audit objectives to management assertions for account balances.
- b9. Link the four presentation and disclosure-related audit objectives to management assertions for presentation and disclosure.
- b10. Interpret the eight types of evidence used in auditing.

Practical / Professional Skills

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

- c1. Differentiate between different types of audit reports.
- c2. Analyze all professional tests in auditing field.
- c3. Compare between materiality levels and its relationship with the type of audit opinion.

c. General and Transferable Skills

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

- d1. Communicate your findings as an auditor to the users of financial statements
- d2. Choose appropriate tools in analyzing.
- d3. Utilize auditing terminology
- d4. Manage time effectively
- d5. Enhance report writing 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.
1-3	Chapter 1: The demand for audit and other assurance services	3	1	a1, a2, a3	b1, b3	c1	
4-5	Chapter2: The CPA profession	3	1	a4, a5, a6	b2, b3	c2	
6-7	Chapter3: Audit reports	3	1	a7, a8, a9	b3, b4, b5	c1	d1, d2
8	Midterm Exam						
9-11	Chapter 6: Audit Responsibilities and Objectives	3	1	a10, a11	b6, b7, b8	c2	d1, d2
12 -13	Chapter 7: Audit evidence	3	1	a12	b9, b10,	c3	d1, d2
14-15	Final Exam						
Total No. of teaching weeks: 12							
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			15%	
4	Assignments	√	√	√	√	√	10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√			√	√	5%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Alvin A Arens, Randal J Elder, Mark S Beasley, Chris E Hogan, Auditing and assurance services, 17th edition, Pearson, 2020
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Louwers, Blay, Sinason, Strawser, Thibodeau, Auditing and assurance services, 7th edition, 2018, McGraw Hill
Online Web Sites	www.ekb.eg www.bloomberg.com www.mubasher.info www.mof.gov.sa www.egx.com Published financial statements General services/open-data/pages/default.aspx
Others (Specify)	www.ekb.eg

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 Eman Saad
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 7/9/2021

I. Course Information

Course Code	ACT 302	Course Name	Intermediate Accounting																														
Level	3	Specialization	Accounting																														
Department Offering the Course	Department of Accounting																																
Credit Hours	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="4" 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;">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="4" 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;">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	-	
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4	3	1	-																														
Course Prerequisite(s)	Financial accounting (ACT 102)																																
Approval Date Of course Specification	7/9/2021																																

II. Overall Aims of the Course

This course aims at introducing to the students the characteristics of a partnership, formation of a partnership, the distribution of profits and losses among partners, admission of a new partner, withdrawal of an existing partner, and the liquidation of a partnership. Furthermore, this course acquaints the students with the necessary skills and knowledge to understand accounting for corporations.

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, a9, a13, a19	b8,	c11, c14	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. Identify the characteristics of the partnership form of business organization.
- a2. Explain the effects of the entries to record the liquidation of a partnership.
- a3. List the major characteristics of a corporation.
- a4. Explain the accounting for treasury stock.
- a5. Outline the items reported in a retained earnings statement.
- a6. Describe the form and content of corporation income statements.
- a7. State reasons for issuing bonds.
- a8. Identify the methods for the presentation and analysis of long-term liabilities.
- a9. Outline the usefulness of the statement of cash flows.
- a10. Explain the operating, investing, and financing activities.

b. Intellectual Skills

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

- b1. Interpret the accounting entries for the formation of a partnership.
- b2. Analyze the bases for dividing net income or net loss.
- b3. Design the form and content of partnership financial statements.
- b4. Illustrate how common stock is issued.
- b5. Evaluate the stockholders' equity section.
- b6. Differentiate between cash dividends and stock dividends.
- b7. Analyze the entries for the issuance of bonds and interest expense.
- b8. Interpret the entries when bonds are redeemed or converted.
- b9. Design a statement of cash flows using the indirect method.
- b10. Evaluate the statement of cash flows.

c. Practical / Professional Skills

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

- c1. Use accounting techniques to journalize the entries.
- c2. Practice accounting techniques to prepare the financial statements.
- c3. Select the accounting techniques to compute earnings per share
- c4. Write reports effectively.

d. General and Transferable Skills

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

- d1. Develop problem solving tools for facing different situations in partnership, and corporations.
- d2. Use different accounting terminologies related to business practices.
- d3. Demonstrate cognitive thinking abilities related to different forms of accounting entities
- d4. Manage time effectively.

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	Accounting for partnerships <ul style="list-style-type: none"> • Identify characteristics of partnerships and similar organizations. • Prepare entries for partnership formation. • Allocate and record income and loss among partners 	3	1	a1, a2	b1- b3	c1, c2	d1, d2
4- 5	Accounting for partnerships <ul style="list-style-type: none"> • Account for the admission and withdrawal of partners. • Prepare entries for partnership liquidation 	3	1	a1, a2	b1- b3	c1, c2	d1, d2
6 - 7	Accounting for corporations <ul style="list-style-type: none"> • Identify characteristics of corporations and their organization. • Record the issuance of corporate stock 	3	1	a3- a6	b4 - b7	c1- c4	d1, d2
8	Midterm exam						
9 - 11	Accounting for corporations <ul style="list-style-type: none"> • Record transactions involving cash dividends, stock dividends, and stock splits. • Record purchases and sales of treasury stock and the retirement of stock 	3	1	a3- a6	b4- b7	c1- c3	d1, d2
11-12	Long term liabilities and investments	3	1	a7, a8	b7, b8	c1, c2	d2
13	Statement of cash flows	3	1	a9, a10	b9, b10	c2	d2
14 - 15	Final exams						
Total Number of Teaching Weeks: 12							
<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 				<ul style="list-style-type: none"> P.P.S. : Practical / Professional Skills K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√		8	30%	
2	Written Final Exam	√	√	√		14-15	40%	
3	Quizzes	√	√	√			15%	
4	Assignments	√	√	√	√		10%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√			√		5%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	John Wild and Ken Shaw, Fundamental Accounting Principles, 24th Edition, 2019, McGraw Hill
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell, 2020, Accounting Principles, 14th Edition, Wiley
Online Web Sites	www.ekb.eg
Others (Specify)	www.egx.com

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. Ola Shawky
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 7/9/2021

I. Course Information

Course Code	ACT 303	Course Name	Advanced Cost Accounting																																
Level	3	Specialization	Accounting																																
Department Offering the Course	Department of Accounting																																		
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	-	
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<i>Contact Hours</i>																																			
Contact Hours	Theoretical	Tutorial	Practical																																
4	3	1	-																																
Course Prerequisite(s)	Cost Accounting (ACT 201)																																		
Approval Date Of course Specification	7/9/2021																																		

II. Overall Aims of the Course

This course provides in-depth study of the techniques and theories used in cost accounting. It covers some cost concepts used to support management decision-making, difference between Job Costing and Process Costing, Activity Based Costing (ABC), Standard Costing and Direct Cost Variance 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
a13	b8, b9	c1, c11	d1, d4, 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. Explain the basic concepts and principles of job costing
- a2. Outline the importance and role of cost accounting systems.
- a3. Define the basic concepts and principles of process-costing
- a4. Identify Standard Costing and Direct Cost Variance Analysis in business evaluation.
- a5. Demonstrate weighted average and FIFO methods
- a6. Discuss activity-based costing concepts and principles
- a7. Identify Flexible Budgets, Direct-Cost Variances, and Management Control

b. Intellectual Skills

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

- b1. Analyze cost accounting information and their interpretation used in supporting management decision making.
- b2. Suggest the proper cost accounting techniques in solving problems such as ABC
- b3. Apply Activity based costing and compare it with other costing systems
- b4. Evaluate job costing, process costing and ABC
- b5. Prepare a budget and use it for performance evaluation
- b6. Choose appropriate costing method for different organizations.
- b7. Provide recommendations to improve the business operations

c. Practical / Professional Skills

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

- c1. Choose the appropriate cost scientific approaches in problem solving
- c2. Use cost skills in solving problems of work field
- c3. Differentiate between costing techniques
- c4. Use Activity Based Costing system and other costing systems
- c5. Using cost accounting methods evaluate the business performance

d. General and Transferable Skills

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

- d1. Develop different scientific terminologies related to cost.
- d2. Manage time effectively.
- d3. Demonstrate ability to use different problem-solving 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
1-2	Job Costing -Describe the building-block concepts of costing systems. -Distinguish job costing from process costing. -Describe the approaches to evaluating and implementing job-costing systems	3	1	a1, a2	b1, b2, b4, b6, b7	c1- c5	d1-d3
3 - 4	Job Costing -Distinguish between actual, budgeted, and normal costing. -Analyze the flow of costs from direct and indirect cost pools to inventory accounts, including adjustments for over- and under allocated costs.	3	1	a1, a2	b1, b2, b4, b5, b6, b7	c1- c5	d1-d3
5 - 6	Process Costing -Distinguish process- from job costing allocation methods within -Apply the weighted-average method of process costing	3	1	a2, a3, a5	b1, b6, b7	c1- c5	d1-d3
7	Process Costing -Apply the FIFO method of process costing -Apply process-costing methods to report transferred-in costs and operations costing.	3	1	a2, a3, a5	b1, b6, b7	c1- c5	d1-d3
8	Mid-term Exams						
9-11	-Activity-Based Costing and -Activity-Based Management	3	1	a2,a6	b1- b7	c1- c5	d1-d3
12-13	-Flexible Budgets, -Direct-Cost Variances, and -Management Control	3	1	a2, a4, a7	b1, b6, b7	c1, c2, c5	d1-d3
14-15	Final exams						
Total Number of Teaching Weeks: 12							
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√		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 (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Srikant M. Datar, Madhav V. Rajan, Horngren's Cost accounting: a managerial emphasis, 17th edition, Pearson, 2021
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	www.ekb.eg www.bloomberg.com www.mubasher.info www.mof.gov.sa www.egx.com Published financial statements General services/open-data/pages/default.aspx
Others (Specify)	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 Soror
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 7/9/2021

I. Course Information

Course Code	ACT 304	Course Name	Managerial Accounting and budgeting																																
Level	3	Specialization	Accounting																																
Department Offering the Course	Accounting Department																																		
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;">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" 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;">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	-	
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4	3	1	-																																
Course Prerequisite(s)	Cost Accounting (ACT 201)																																		
Approval Date of Course Specification	7/9/2021																																		

II. Overall Aims of the Course

The main objective of this course is to enable students to have an in-depth knowledge of the principles and objectives of the techniques and theories used in managerial accounting and recognize managerial accounting concepts for external and internal analysis, reporting, and decision-making.

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, a13, a15	b8, b10, b13	c13, c18	d2, 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. Explain how changes in activity affect contribution margin and net operating income.
- a2. Identify the break-even point and the level of sales to achieve a desired target profit.
- a3. Discuss the concepts of margin of safety.
- a4. Outline the concept of high low method.
- a5. Identify relevant and irrelevant costs and benefits in a decision.
- a6. Discuss the concept of differential analysis as a key to decision making
- a7. State the purpose of budgets and how different types of budgets are prepared.
- a8. Define responsibility accounting.
- a9. Demonstrate the strengths and weaknesses related to the meaning of Return on Investment (ROI) and Residual Income.
- a10. Analyze how customers' sensitivity changes in price influence pricing decisions.

b. Intellectual Skills

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

- b1. Use the contribution margin ratio (CM ratio) to compute changes in contribution margin and net operating income resulting from changes in sales volume.
- b2. Compute the margin of safety.
- b3. Calculate the degree of operating leverage at a particular level of sales and explain how it can be used to predict changes in net operating income.
- b4. Analyze a mixed cost using the high-low method.
- b5. Evaluate the basis upon which you choose from among at least two alternatives.
- b6. Interpret the results of differential analysis.
- b7. Prepare a budgeted income statement and a budgeted balance sheet to understand how budgets are interconnected and related.
- b8. Link the concept of responsibility accounting to budgeting.
- b9. Report on the results of Return on Investment (ROI) and residual income.
- b10. Analyze pricing decisions using value-based pricing.
- b11. Compute the target cost for a new product or service.

c. Practical / Professional Skills

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

- c1. Recommend a product line or other business segment should be added or dropped.
- c2. Examine the make or buy decision.

- c3. Decide whether a special order should be accepted.
- c4. Analyze single constraint decision.
- c5. Prepare a master budget.

d. General and Transferable Skills

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

- d1. Use problem solving tools in helping the decision-making process of management.
- d2. Innovate creative managerial accounting techniques in different situations.
- d3. Communicate with decision makers results of managerial analyses.
- d4. Work in teams to find solutions to managerial issues.

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	Cost-Volume-Profit Relationships -Introduction	3	1	a1- a3	b1- b3		d1, d2, d4
2	Cost-Volume-Profit Relationships -Contribution Margin	3	1	a1- a3	b1- b3		d1, d2, d4
3	Cost-Volume-Profit Relationships -Breakeven Point	3	1	a1- a3	b1- b3		d1, d2, d4
4	High-low method to differentiate fixed and variable costs	3	1	a4	b4		d1- d3
5	Differential Analysis: The Key to Decision Making -Eliminating a Product line -Single constraint	3	1	a5, a6	b5, b6	c1, c4	d1-d4
6	Differential Analysis: The Key to Decision Making -Make or Buy decisions -Special Order	3	1	a5, a6	b5, b6	c2,c3	d1-d4
7	Budgetary Planning -Sales Budget -Cash Collection Budget	3	1	a7, a8	b7, b8	c5	d1-d4
8	Midterm exams						
9	Budgetary Planning -Production budget -Direct Material budget	3	1	a7, a8	b7, b8	c5	d1-d4
10-11	Budgetary Planning -Cash Disbursement budget -Direct labor budget	3	1	a7, a8	b7, b8	c5	d1-d4
12	Performance evaluation	3	1	a9	b9		d1-d4
13	Pricing	3	1	a10	b10, b11		d1-d4
14-15	Final exams						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			15%	
4	Assignments	√	√	√	√	√	8%	
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√	√	√	√	√	11	7%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Ray Garrison and Eric Noreen and Peter Brewer, Managerial Accounting, 17th Edition, , 2021, McGraw Hill
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell, Managerial Accounting: Tools for Business Decision Making, 9th Edition, Wiley, 2020,
Online Web Sites	www.ekb.eg / Egyptian knowledge bank/ Cincinnati website
Others (Specify)	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. Laila Aziz
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 7/9/2021

I. Course Information

Course Code	ACT 402	Course Name	Specialized Accounting		
Level	4	Specialization	Accounting		
Department Offering the Course	Accounting 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)	Intermediate Accounting (ACT 302)				
Approval Date Of course Specification	7/9/2021				

II. Overall Aims of the Course

The main objective of this course is to understand accounting problems and information disclosure in preparing financial statements in organizations with special accounting systems. Students will recognize several accounting systems of such as accounting for banks, petroleum, oil and gas companies, and insurance 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
a1, a2 a9,a13, a14	b7, b8, b14	c11	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. Outline the differences between services offered by banks
- a2. Describe the organizational structure for commercial banks
- a3. Outline the different types of departments in banking sector
- a4. Explain the accounting treatments used in recording transactions of banks.
- a5. Identify the main basic terms and concepts for oil and gas accounting.
- a6. Discuss the Oil and Gas value chain and stages of exploring and production.
- a7. State the methods of accounting for oil and gas costs.
- a8. Explain Financial Accounting for Drilling and Development costs.
- a9. Identify the main concepts and terms of Insurance.
- a10. Outline the Importance, divisions and main re insurance activities.
- a11. Discuss the main components of accounting system of insurance company

b. Intellectual Skills

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

- b1. Compare between two different divisions of commercial banks.
- b2. Analyze the different departments of commercial banks and its Accounting treatment.
- b3. Report on different services offered by banks.
- b4. Apply two accounting methods to calculate oil and gas costs.
- b5. Calculating Depletion and amortization under both accounting methods for oil and gas.
- b6. Record oil and gas transactions in journal entries.
- b7. Prepare the financial statements of insurance company
- b8. Differentiate the accounting treatments used by different organizations.

c. Practical / Professional Skills

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

- c1. Prepare journal entries for different organizations
- c2. Analyze the processes followed by different bank departments
- c3. Prepare financial statements for different accounting organizations.

d. General and Transferable Skills

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

- d1. Develop knowledge at solving problems of different types of organizations.
- d2. Apply critical thinking skills to solve various accounting problems.
- d3. Participate in continuous professional development and lifelong learning through developing intellectual and cognitive 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	Commercial Banks: Introduction to banking system	3	1	a1, a2	b1	c2	d3
2	Commercial Banks: Time deposits	3	1	a2 – a4	b2, b3	c1, c3	d1 – d3
3	Commercial Banks: Cash Department	3	1	a2 – a4	b2, b3	c1, c3	d1 – d3
4	Commercial Banks: Savings Accounts' department	3	1	a2 – a4	b2, b3	c1, c3	d1 – d3
5	Commercial Banks: Clearing House	3	1	a2 – a4	b2, b3	c1, c3	d1 – d3
6	Commercial Banks: Billing Department	3	1	a2 – a4	b2, b3	c1, c3	d1 – d3
7	Oil & GAS: Nature of accounting for Oil and gas companies	3	1	a5, a6	b4	c1, c3	d3
8	Mid-term Exam						
9	Oil & GAS: Accounting Methods for oil and gas costs	3	1	a7	b4, b5	c1, c3	d1 – d3
10	Oil & GAS: Problem Solving	3	1	a8	b5, b6	c1, c3	d1 – d3
11	Insurance: Nature of accounting for insurance companies	3	1	a9, a10	b7	c1, c3	d3
12	Insurance: Problem Solving	3	1	a11	b7	c1, c3	d1 – d3
13	Problem Solving	3	1	a4, a7, a8, a11	b4 – b7	c1, c3	d1- d3
14-15	Final exam						
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			6,12	15%
4	Assignments	√	√	√	√	√		5%
5	Presentations							
6	Individual Projects							
7	Group Research	√			√	√		10%
8	Teamwork Projects							
9	Practical Exam							
10	Others (Participations)							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	International Petroleum Accounting, 2nd Edition, Charlotte J. Wright, 2019, PennWell Books Jagroop Singh, Bank and Insurance, 2019, Kalyani Publishers
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle).
Extra Recommended Books	
Online Web Sites	www.ekb.eg/ / Egyptian knowledge bank Cincinnati website guides.libraries.us.edu/fue
Others (Specify)	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 Alaa
- **Head of The Department:** Associate Professor Dina Krema
- **Date:** 7/9/2021

Minor Finance

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 3	Theoretical	Tutorial	Practical	
		3	1	-	
	<i>Contact Hours</i>				
Contact Hours 4	Theoretical	Tutorial	Practical		
	3	1	-		
Course Prerequisite(s)	Introduction to Business Mathematics (MAT 101)				
Approval Date Of course Specification	7/9/2021				

II. Overall Aims of the Course

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

- Understand various types of risks and methods of handling such risks.
- Present risk management process.
- Analyze different insurance contracts and 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
a5, a11	b5	c3, c15	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. 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 to:

- 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
- c7. Write reports effectively

d. General and Transferable Skills

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. 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 – 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: methodsand calculations: The probability of loss	3	1		b2, b3	c1	d1 – d3
6 – 7	-Analysis of Insurance contracts: - Requirements for legalenforcement -Main parts of insurancecontracts.	3	1	a6	b4		d1 – d3
8	Mid-term Exams						
9-10	Insurance operations: Marketing, underwriting and Administration	3	1	a7	b5	c3 – c7	d1 – d3
11	Reassurance: Basic concepts, Importance, types andoperations, and the concept of gambling.	3	1	a8, a9	b6, b7	c3 – c7	d1 – d3
12	life insurance, and life tables	3	1	a10	b8, b9	c3 – c7	d1 – d3
13	Life insurance and calculating premiums.	3	1	a11	b10	c3 – c7	d1 – d4
14 –15	Final exams						
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skill • G.T.S.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			8	30%
2	Written Final Exam	√	√	√			14-15	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%
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Mark S. Dorfman, Introduction to Risk Management and Insurance, 9th Edition, 2008
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	www.ekb.eg
Others (Specify)	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:** Associate Professor Ahmed Azmy
- **Date:** 7/9/2021

I. Course Information

Course Code	FIN 301	Course Name	Corporate Finance (2)																										
Level	3	Specialization	Finance																										
Department Offering the Course	Business Administration																												
Credit Hours	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="4" 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 style="text-align: center;">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" 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 style="text-align: center;">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	-																										
Course Prerequisite(s)	Corporate Finance (FIN 201)																												
Approval Date Of course Specification	7/9/2021																												

II. Overall Aims of the Course

This module aims at providing the students with the skills necessary for 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
a11, a15, a19	b4, b6	c6, c13, 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. Identify 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

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. Identify 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

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				
2	Chapter 8: Risk and Return	3	1	a1 – a4	b1, b2	c1, c2	d1 – d3
3	Chapter 9: Cost of Capital	3	1	a5	b3, b4	c3	d1 – d3
4	Chapter 10: 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	Chapter 11: Capital Budgeting Cash Flows.	3	1	a7	b6	c5	d1 – d3
8	Mid-term Exams						
9	Chapter 13: Leverage and Capital Structure	3	1	a8	b7, b8, b9	c6	d1 – d3
10	Chapter 13: Leverage and Capital Structure	3	1	a8	b7, b8, b9	c6	d1 – d3
11	Chapter 15: Working capital and Current Assets Management	3	1	a9, a10	b10, b11, b12	c7, c8	d1 – d3
12	Chapter 14: 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	Final exams						
Total teaching weeks 12							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 	<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√		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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Gitman, L. and Zutter C. Principles of Managerial Finance. (15 th Edition).
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Essentials of Corporate Finance, Ross
Online Web Sites	www.ekb.eg www.investopedia.com
Others (Specify)	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. Marwa EL Maghawry
- **Head of the Department:** Associate Professor Ahmed Azmy
- **Date:** 7/9/2021

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	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	7/9/2021				

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
a9, a14	b4, b11	c6, c18	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. Discuss 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 fanatical 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	1	a2	b2	c1, c4	d2, d3
3	Financial Regulations	3	1	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	Mid-term Exams						
9	Banking Performance Evaluation: Return to Equity Model I	3	1	a5	b5, b6	c1, c2, c3	d2, d3
10	Banking Performance Evaluation: Return to Equity Model II	3	1	a5	b5, b6	c1, c2, c3	d2, d3
11	Banking Performance Evaluation: Return to Equity Model III	3	1	a5	b5, b6	c1, c2, c3	d2, d3
12	Strategies of Backing Organization	3	1	a6	b7	c1, c4	d2, d3
13	Good Governance in Banking Industry - Case Study: Financial Crisis - Causes	3	1	a7, a8	b8	c1, c4	d2, d3
14-15	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • IS: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U.: Knowledge and Understanding • I.S. : Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Peter S. Rose, Sylvia C. Hudgins (2013). " <i>Bank Management & Financial Services</i> ", 9th Edition, McGraw-Hill, U.S.A.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Timothy W. Koch, S. Scott MacDonald (2015). " <i>Bank Management</i> ", Eighth Edition, Cengage Learning, U.S.A.
Online Web Sites	www.ekb.eg
Others (Specify)	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:** Associate Professor Ahmed Azmy
- **Date:** 7/9/2021

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	3	Theoretical	3	Tutorial	1	Practical	-
	<i>Contact Hours</i>							
	Contact Hours	4	Theoretical	3	Tutorial	1	Practical	-
Course Prerequisite(s)	Corporate Finance (FIN 201)							
Approval Date Of course Specification	7/9/2021							

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)

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. 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.

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 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.

c. Practical / Professional Skills

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.

d. General and Transferable Skills

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	Chapter 1: An overview of the investment Process Measures of Risk and Return	3	1	a1, a2	b1	c1	d1- d3
2	Chapter 9: Determinants of required rates of return Relationship between Risk and Return	3	1	a3, a4	b2	c1	d1- d3
3 – 4	Chapter 7: An introduction to portfolio Management: Markowitz Portfolio Theory	3	1	a5	b3	c2, c3	d1- d3
5 - 6	Chapter 8: An introduction to Asset Pricing Models	3	1	a6	b3, b4	c4, c5	d1- d3
7	Chapter 9: Multifactor Models of Risk and Return	3	1	a7	b3, b4	c6	d1- d3
8	Midterm Exam						
9	Case Study Discussion + Revision			a1 – a7	b1 – b4	c1 – c6	d1- d3
10 - 11	Chapter 11: Security Valuation Principles	3	1	a8 – a9	b5, b6, b7	c7, c8, c9, c10	d1- d3
11 – 12	Chapter 25: Evaluation of Portfolio Performance	3	1	a9 – a10	b6		d1- d3
13	Revision						
14-15	Final exams						
Total teaching weeks 12							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 	<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Brown & Reilly, Analysis of Investments and Management of Portfolios..10 th edition
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Gitman, Fundamentals of investing
Online Web Sites	www.ekb.eg www.investopedia.com
Others (Specify)	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:** 7/9/2021

I. Course Information

Course Code	FIN 305	Course Name	Financial Markets		
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 1 (FIN 201)				
Approval Date Of course Specification	7/9/2021				

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
a19, a19	b7	c3, c13, c14	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.	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	Midterm exam						
9	The Bond Market indices	3	1	a7	b5	c4	d1 – d3
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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)	√	√	√		8	30%	
2	Final Exam	√	√	√		14 -15	40%	
3	Quizzes	√	√	√		4 - 12	10%	
4	Assignments							
5	Presentations							
6	Individual Projects							
7	Research and Reporting	√			√	√	20%	
8	Teamwork Projects							
9	Practical Exam							
10	Others (participation)							
**	<ul style="list-style-type: none"> • K.U. :Knowledge and Understanding • I.S. :Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S. : General and Transferable Skills 					

IX. References

Essential Textbooks	<p>Thalassinos, E., Pinteá, M., & 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 (10th ed.) Update edition, 2013.</p> <p>Frank J., and Franco M., (2003). Capital Markets, Institutions and Instruments. Third edition, Pearson.</p> <p>https://www.academia.edu/22160549/Security_Market_Indexes_Chapter_5</p>
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	<p>Ibrahim Onour, The Global Financial Crisis and Equity Markets in Middle East Oil Exporting Countries, 2009.</p> <p>Available at http://www.arabapi.org/images/publication/pdfs/295/295_wps1009.pdf></p> <p>Larry Harris, Trading and Exchanges: Market Microstructure for Practitioners, Library of Congress, 2003</p>
Online Web Sites	www.ekb.eg
Others (Specify)	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:** Associate Professor Ahmed Azmy
- **Date:** 7/9/2021

Minor Management Information systems

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	<p style="text-align: center;"><i>Credit Hours</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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;">-</td> <td style="text-align: center;">1</td> </tr> </tbody> </table> <p style="text-align: center;"><i>Contact Hours</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Contact Hours</th> <th>Theoretical</th> <th>Tutorial</th> <th>Practical</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td style="text-align: center;">1</td> </tr> </tbody> </table>					Total Credit Hours	Theoretical	Tutorial	Practical	3	3	-	1	Contact Hours	Theoretical	Tutorial	Practical	4	3	-	1
Total Credit Hours	Theoretical	Tutorial	Practical																		
3	3	-	1																		
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

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

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

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

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	Mid-term Exams						
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	Final exams						
Total Number of Teaching Weeks: 12							
**	<ul style="list-style-type: none"> G.T.S: General and Transferable Skills <ul style="list-style-type: none"> I.S: Intellectual Skills 			<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Kenneth Laudon & Carol Traver, E-Commerce: Business, Technology, Society, 16 th ed., 2021
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg
Others (Specify)	None

X. Too 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:** 7/9/2021

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>				
	Total Credit Hours	Theoretical	Tutorial	Practical	
	3	3	-	2	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
5	3	-	2		
Course Prerequisite(s)	MIS201				
Approval Date of Course Specification	7/9/2021				

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	Mid-term Exams						
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	Final exams						
Total Number of Teaching Weeks: 12							
**	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • K.U.: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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%
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills				P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills			

IX. References

Essential Textbooks	Ramez El Masri, Shamkant Navathe – Fundamentals of Database Systems – Pearson– 7 th edition – 2017
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	<p style="text-align: center;"><i>Credit Hours</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">2</td> </tr> </tbody> </table> <p style="text-align: center;"><i>Contact Hours</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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> </thead> <tbody> <tr> <td style="text-align: center;">5</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">2</td> </tr> </tbody> </table>					Total Credit Hours	Theoretical	Tutorial	Practical		3	3	-	2		Contact Hours	Theoretical	Tutorial	Practical		5	3	-	2	
Total Credit Hours	Theoretical	Tutorial	Practical																						
3	3	-	2																						
Contact Hours	Theoretical	Tutorial	Practical																						
5	3	-	2																						
Course Prerequisite(s)	MIS 303																								
Approval Date of Course Specification	7/9/2021																								

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	Midterm Exams						
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	Final Exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√				15%
4	Assignments	√	√	√	√	√		15%
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Teamwork Projects							
9	Practical Exam							
10	Others							
**	<ul style="list-style-type: none"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IV. References

Essential Textbooks	Kendal and Kendal, Systems Analysis and Design, Pearson, 10 th ed., 2019.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	None
Online Web Sites	www.ekb.eg www.practicalspoint.com/system_analysis_and_design/system_analysis_and_design_overview.htm
Others (Specify)	None

IX. T 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 Sayed Salama
- **Head of The Department:** Assistant Professor Ghada Refaat
- **Date:** 7/9/2021

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	<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;">-</td> <td colspan="2" style="text-align: center;">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 style="text-align: center;">5</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">2</td> </tr> </tbody> </table>					<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	
<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	7/9/2021																																		

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

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	Mid-term Exams						
9	Multithreading Programming - Multicore Programming - Multithreading Models - Thread Libraries - Threading Issues	3	2	a4- a6	b2	c2	d1 - d5

	Operating System Examples						
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	Final exams						
Total Number of Teaching Weeks: 12							
**	G.T.S: General and Transferable Skills I.S: Intellectual Skills			P.P.S.: Practical / Professional Skills K.U.: 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"> K.U.: Knowledge and Understanding I.S.: Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 			

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							
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills			P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills				

IX. References

Essential Textbooks	Abraham Silberchatz, Operating System Concepts, Tenth Edition, Wiley, 2018.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Windows 10, Linux, Unix references, Android
Online Web Sites	https://en.wikipedia.org/wiki/Unix https://en.wikipedia.org/wiki/Android https://en.wikipedia.org/wiki/Linux
Others (Specify)	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:** 7/9/2021

I. Course Information

Course Code	MIS 401	Course Name	Decision Support Systems																						
Level	Fourth	Specialization	Management Information Systems																						
Department Offering the Course																									
Credit Hours	<p style="text-align: center;"><i>Credit Hours</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">-</td> </tr> </tbody> </table> <p style="text-align: center;"><i>Contact Hours</i></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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> </thead> <tbody> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">-</td> <td colspan="2" style="text-align: center;">-</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	-	-																						
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:

- 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)

a. 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.

b. 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.

c. 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

d. 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	Mid-term Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Turban et al, Decision Support and Business Intelligence Systems, 10th Edition, 2018
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Ian H. Witten & Eibe Frank, Data Mining: Practical Machine Learning Tools & Techniques, 3 rd Edition, 2011
Online Web Sites	http://www.plannerslab.com/ https://www.cs.waikato.ac.nz/ml/weka/ https://www.knime.com/ https://rapidminer.com/ https://orange.biolab.si/
Others (Specify)	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:** 7/9/2021

Minor Human Resources management

I. Course Information

Course Code	HRM 301	Course Name	Performance Management		
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 Management - MGT 101 Introduction to Human Resources – HRM 201				
Approval Date Of course Specification	7/9/2021				

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	Mid-term Exams						
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	Discussions	3	1	a1-a8	b1-b7		
14-15	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√			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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Aguinis, Performance Management 4th Edition 2020.
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	Kevin R. Murphy, Jeanette N. Cleveland & Madison E. Hanscom, Performance Appraisal and Management © 2019 SAGE Publications
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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

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

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

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	3	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	3	1	a5	b5	c1-c2	d1-d3
7	Project Discussion	3	1	a1-a5	b1-b5	c1-c2	d1-d2
8	Mid-term Exams						
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	Final exams						
	Knowledge and Understanding			P.P.S. : Practical / Professional Skills			
	I.S: Intellectual Skills K.U. :			G.T.S: 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> K.U.: Knowledge and Understanding I.S.: Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 						

IX. References

Essential Textbooks	<ul style="list-style-type: none"> Stephen and Martin R. Edwards, Jane Bryson, Susan James and Ewart Keep, Recruitment and Selection, Wiley&Sons 2015 Ryan Hohman (Author), Mark Smeltzer (Narrator), Six Figure Sales Recruiter: How to Attract, Recruit, Onboard & Retain the World's Best Sales Talent– Dream Starters Publishing (Publisher).
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	The Wiley Blackwell Handbook of the Psychology of Recruitment, Selection and Employee Retention (Wiley-Blackwell Handbooks in Organizational Psychology) 1st Edition
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

I. Course Information

Course Code	HRM 303	Course Name	Human Resources Planning		
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	-	-	
	<i>Contact Hours</i>				
Contact Hours	Theoretical	Tutorial	Practical		
3	3	-	-		
Course Prerequisite(s)	Introduction to Human Resources – HRM 201				
Approval Date Of course Specification	7/9/2021				

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	Mid-term Exams						
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	Final exams						
	<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 			<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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	√	√	√				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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Gary Dessler, Human Resources Management, 12 th edition, Pearson 2011 Belcourt Mcbey, Strategic Human Resources Planning, 6 th edition, Nelson
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	The Handbook of Human Resource Planning: Practical Manpower Analysis Techniques for HR Professionals 1992
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

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	7/9/2021				

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

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	Chapter 1: introducing communication training	3	-	a1	b1		d1
2	Chapter 3: conducting training needs assessment	3	-	a2	b2	c1	
3	Chapter 4: developing objectives and designing a curriculum	3	-	a3	b3	c2	d1, d2
4	Chapter 5: developing training content	3	-	a1	b1	c1	
5-6	Chapter 6: using training methods + project description	3	-	a4	b4	c3	d1, d2
7	Chapter 8: using presentation aids in training	3	-	a5	b5	c4	d1, d2
8	Mid-term exams						
9-10	Chapter 9: developing training plans	3	-	a4	b6	c5	d2,d3
11	Chapter 10: developing training session	3	-	a6	b7	c6	d1- d3
12	Chapter 11: 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	Final exams						
		<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 			

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"> • K.U.: Knowledge and Understanding • I.S.: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S.: Practical / Professional Skills • G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Beebe, Motet, Roach, Training and development, communication for success, edition no 2 (2019)
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	The Handbook of Human Resource Planning: Practical Manpower Analysis Techniques for HR Professionals 1992
Online Web Sites	www.ekb.eg
Others (Specify)	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:** 7/9/2021

I. Course Information

Course Code	HRM 401	Course Name	Strategic Human Resources Management																																
Level	Fourth	Specialization	Human Resources Management																																
Department Offering the Course	Business Administration																																		
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;">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" 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;">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 Human Resources Management (HRM 201) Strategic Management (MGT 401)																																		
Approval Date Of course Specification	7/9/2021																																		

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. Course Information

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

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

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

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	1	a1	b2	c1	d1,d3
2	Introduction to Strategic human resource management	3	1	a1, a2	b1, b2	c1	d1
3	The role of Employee value proposition.	3	1	a2	b2	C2	d1
4	Strategic human resources management models	3	1	a2	b2	C4	d2
5	Dimensions of the human resources management strategies	3	1	a2	b2	C1	d2,d3
6	Strategic recruitment and selection.	3	1	a2	b1	c2	d 3
7	Training and development	3	1	a3	b3	c2	d2
8	Mid-term Exams						
9-10	Performance management.	3	1	a2 a3	b4	c3	
11	Succession planning	3	1	a4	b5	c4	
12	Total reward system and discussion	3	1	a5	b6	c3	d2-d4
13	Contemporary HR strategies & final revision	3	1	a 3	b5	c4	d1-d4
14-15	Final exams						
		<ul style="list-style-type: none"> • G.T.S: General and Transferable Skills • I.S: Intellectual Skills 		<ul style="list-style-type: none"> • P.P.S. : Practical / Professional Skills • K.U. : 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-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)					
**	K.U.: Knowledge and Understanding I.S.: Intellectual Skills		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 			

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"> K.U.: Knowledge and Understanding I.S.: Intellectual Skills 		<ul style="list-style-type: none"> P.P.S.: Practical / Professional Skills G.T.S.: General and Transferable Skills 					

IX. References

Essential Textbooks	Charles R. Greer, Strategic human resource management –Strategic Human Resource Management, Second Edition 2001
Course Notes	Slides of the Lectures is available on the Students Learning Management System (Moodle)
Extra Recommended Books	The Handbook of Human Resource Planning: Practical Manpower Analysis Techniques for HR Professionals 1992
Online Web Sites	www.ekb.eg
Others (Specify)	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. Omnia Abdel halim
- **Head of The Department:** Associate professor Ahmed Azmy
- **Date:** 7/9/2021