

Department of Business Administration

Academic programs:

The department Grants bachelor's degree in administration within two-track: business management and marketing, which qualifies students for careers in public and private sector, and gives students the opportunity to get the mental and professional and technical skills, also development of communication skills needed by the business sector.

The department also provides a master's degree in Business Administration. it has graduated many students who hold a master's degree and there is a large number of the those students continued to complete their higher studies to get a Ph.D.

Course Description

Course Description For Business

111 BUS- Principles of Management:

This course aims at explain the evolution of administration theory and thoughts and to identify the functions of management (planning, organizing, directing and controlling), .demonstrating the role the basic functional departments (production, Marketing, Finance, Human Recourses and Management Information Systems) is also discussed.

.(The prerequisites is :None)

231 BUS- Business Communication Skills:

This course provides students with the fundamentals of communication process, essentials of preparing effective written and oral communications, overview of standard practices and effective procedures to develop and handle a wide range of frequently used business documents including letters, proposals and reports.

(The prerequisites: 111 MGMT)

240 BUS - Organizational Behavior:

This course examines human behavior in organizational settings, the emphasis will be on the work behavior, its causes and the appropriate way to be modified and managed. The modern science study sources of organizational behavior will be covered in detail, which involves: Firstly; individual determinants of behavior, such as perception, attitudes, learning, motivation and personality. Secondly; group behavior determinants, such as group formulation and dynamics, communication and leadership. Finally; the effective way to deal with and manage group conflict, work stresses and organizational change.

(Prerequisite: 111 MGMT).

351 BUS - Human Resource Management:

This module aims at providing a basic background in human resource management and emphasizing the impact of human resource activities (human resource recruitment, selection, socialization, training & development, as well as compensation & accommodation) on the performance of the firm, managing diverse workforce and fostering ethics, motivating personnel and empowerment are also highlighted.

(The prerequisites: 111 MGMT)

353 BUS - Material Management:

This course introduces the main concepts, methods, and tools of purchases and warehouses management. It includes planning and controlling purchases and warehouses activities. It deals with how to buy with the right price, select the right source, buy and store the right quantity, buy with the right quality in the right time. Furthermore, it introduces the concepts and the applications of economic quantity of order, inventory control, purchasing capital equipment, material requirement planning, and how to successfully negotiate with the suppliers,

materials requirements planning (MRP), JIT systems for manufacturing, balancing ordering costs and carrying costs using the economic-order-quantity decision model. Also, this course offers some modern trends of materials management.

(Prerequisite: 111 MGMT, 110 ECON.)

360 BUS - Entrepreneurship and Small Business Management:

This course provides students with an opportunity to learn how to manage a newly organized or acquired small business through effective fulfillment of managerial functions from the startup phase of the business, students are shown how to set mission, objectives and goals in order to develop the business and make a profit, make decisions regarding staffing, and enhancing performance of all other enterprise departments.

(The prerequisites: 111 MGMT, 330 FIN).

364 BUS - Development and Change Management:

This course concentrates on studying the concepts, the methods and the theories of organizational change, Culture Management, and Change techniques and models. In particular, this course scrutinizes the critical factors for managing organizational change successfully. Topics include the driving forces for change, common approaches to change initiatives, traits and competencies of successful change leaders and managers, and different measurements that can be used to assess the effect of change on the overall organization's performance. It also illustrates how to prepare the internal environment of the organization to accept the required change.

(Prerequisites: 111 MGMT) .

366 BUS - Business Ethics and Values:

This course focuses on the range and quantity of business ethical issues. These issues reflect the degree to which business is perceived to be at odds with non-economic social values. Topics include general business ethics and its relationship with philosophy of business, ethics

and values in management process (planning , organization , staffing , incentives , and controlling systems), professional ethics that covers the myriad practical ethical problems and phenomena which arise out of specific functional areas of companies or in relation to recognized business professions, and International business ethics and ethics of economic systems that reflect the global view on business ethical matters.

(Prerequisites: 111 MGMT , 356 ASCB)

368 BUS- Computer Applications in Management:

This course designed to provide students with solid understanding of the use and impact of computer and IT in business today, and acquiring them with competences in utilizing ready-made computer software such as Word processing in designing electronic business documents, Excel in preparing spreadsheets, QSP, SPSS, and the Internet that widely used in today's business.

(The prerequisites: 231 MIS, 111 MGMT)

471 BUS- Seminar in Management:

This course aims to familiarize students with methods used in solving of practical, domestic and international, profit and non-profit oriented problems involved in managing business organization. The course utilizes qualitative and quantitative analysis and discussion. Specifically, the course intended to develop a broad understanding of the use of quantitative and qualitative designs in management research as well as frequently-used applied statistics. Major part of this course is for each student to follow the process of developing, implementing, and managing a research project in a specific management topic.

(Prerequisite: 111 MGMT, 235 STAT)

473 BUS - Training and Managerial Development:

The course presents an overview of the managerial theories and approaches of educational planning, career development and work motivation, job seeking skills, and career decision-making. An analysis of the overall training and managerial development process in business organizations is the central focus of this course. Topics include the identification of training needs, training techniques, and presentation skills, evaluation of program effectiveness and management of the training function. Furthermore, the course explores in details the techniques and theories of training and development of personnel in organizational settings.

(Prerequisite: 111 MGMT, 351 MGMT) .

475 BUS - Organization Theory:

This course aims to provide students with the knowledge of the organization, its nature and development of structure as well as the mechanism by which the organization adapts to the changing environmental forces, this module includes the evolution of various management schools, numerous types of organizational structures applied in today business organizations, demonstrating the effect of environment's complexity & dynamism on core business processes, highlighting the proper application of technology and its dramatic effect on the organization design and performance of labor force is also accompanied in this module.

(The prerequisites: 111 MGMT).

480 BUS - Total Quality Management:

This course provides the basic concepts, methods, and practices of Total Quality Management (TQM). It traces the origins of TQM and incorporates and analyzes the more recent developments in the conceptualization and application of TQM. The main purpose of this course is to provide an integrated system of management for organizational improvement. Specifically, the course aims to show how adapting TQM through satisfying internal and external customers,

suppliers, and all other exchange parties by both continuous improvements and breakthrough innovations will ultimately change organizational culture and performance.

(Prerequisite: 111 MGMT, 235 STAT)

484 BUS - Special Studies in Management:

This course addresses and critically reviews contemporary topics in management that are more specialized and/or more advanced than those included elsewhere in the curriculum. Evaluation techniques and strategies will be a part of the critical review of the selected topics. The selected topics may vary each time the course is offered. Topics will be announced in the schedule of classes.

(Prerequisite: 111 MGMT)

486 BUS - International Management:

This course presents an introduction to the various theoretical and practical issues relevant to the management of international business operations. It aims to equip students with the basic knowledge and skills necessary for managing effectively in an international business setting. Key topics include international analysis of national environments, market choice, entry-mode choice, balancing demands for global integration and local responsiveness, subsidiary management and management of expatriates. It incorporates teaching from many different disciplines of research, such as economics, management strategy, sociology and political science; to help students understand how strategies for a firm competing in international markets are influenced.

(Prerequisite: 111 MGMT)

120 BUS- Strategic management:

This course illustrates strategic management as a function and science, and stress the role of strategic planning and analysis of the organization's current situation and its future position, Strategic management based on scientifically and practically conditions to set strategic plans.

The module designed to enable students to understand the meaning of decision – making as well as it's application to assist managers to deal with expected problems in the internal and external environment.

(Prerequisite: 111 MGMT).

Course Description for Marketing

120 MKTG - Principles of Marketing (3):

This course presents the basic principles and concepts of marketing, which include the development of marketing concept, definition of marketing management and its objectives, components of the marketing process, role of marketing function in identifying and analysing marketing opportunities. The course covers also other typical marketing subjects such as, analysis of marketing environment and consumer behaviour, basics of marketing research and market segmentation. Discussion of marketing strategies with regards to the marketing mix elements (product, price, promotion, and place of distribution) represents main parts of the course.

(Prerequisites: 111 MGMT , 110 ECON).

351 MKTG – Marketing Management (3):

Marketing Management is structured around the central business goal of maximizing enterprise value. As a discipline, marketing contributes to enterprise value by delivering customer value profitably. All topics addressed in the course demonstrate how firms deliver customer value in both consumer and business-to-business marketplaces. Emphasis on planning and control affecting both marketing and company-wide operations, including such areas as sales forecasting, quota determination, and distribution cost analysis. The course addresses Marketing problems encountered in such phases as product and brand determination, distribution policies, promotion, and pricing. Emphasis is also placed on the managerial activities of strategic planning, market and competitive analyses, customer behavior evaluation, value assessment, market segmentation, targeting, positioning, and marketing mix design. Special attention to legal and social questions that arise in connection with marketing operations

(Prerequisite: 120 MKTG)

353 MKTG - Consumer Behavior:

This course emphasizes behavioral sciences as they apply to marketing and process of consumption. It is mainly concerned with application of psychological, sociological, anthropological, and economic theories and models to the understanding of buyer behavior and the development of marketing strategy. Topics include buying behavior and analysis, perception, motivation, learning, attitude structure and change, individual factors (e.g., personality), group processes (e.g., reference group and family/household influences) social and cultural forces and influences relevant to buyer behavior and decision processes. The relationships between the different factors of consumer behavior and marketing strategies serve as the focal point of the course. Implications for business strategy and structure are also considered.

(Prerequisite: 120 MKTG)

355 MKTG - Distribution Channels (3):

This course studies the theoretical and practical sides that relevant to distribution channels, through studying the basic concepts of distribution channel with regard to definition, nature, characteristics, importance, and objectives of distribution channels, as well as types of distribution channels such as wholesalers, retailers, agents, and brokers. Also, this course will discuss distribution channel environment analysis, distribution channels planning, and performance evaluation of distribution channels. As well as, this course will discuss some contemporary topics in field of distribution channels such as international distribution channels, electronic distribution channels, strategic planning of distribution channels and measure of distribution channels efficiency in contemporary organizations.

(Prerequisite: 120 MKTG)

360 MKTG - Promotion Management (3):

This course focuses on developing an understanding of the Management of the promotional mix (advertising, personal sales, sales promotion, public relations, and direct and personal selling). Topics include setting promotional objectives; promotional strategies (message strategy, media strategy, etc); integration of promotional strategies into the marketing mix; budgeting; allocation of promotional resources; measuring effectiveness of promotional efforts; organization of the advertising function; media selection and evaluation; advertising research and message. In addition, the course discusses the nature and role of advertising both in the firm and in society. The course aims to provide students with a fundamental understanding of how to integrate the different aspects of promotional mix elements into a comprehensive promotional plans and strategies.

(Prerequisite: 351 MKTG) .

364 MKTG - Marketing Research (3+1):

This course provides students with knowledge of marketing research techniques and their applications in business decision making. Specifically, the course intended to develop a broad understanding of the uses of scientific research in marketing through identifying the true research problem, create a research methodology and present research findings and recommendations. It provides knowledge of the marketing research process through classroom lectures as well as a practical marketing research project as each student is required to follow the process of developing, implementing, and managing a market research project. Topics include research planning, marketing problem identification, data collection, information systems, syndicated data services, sampling, secondary and primary data collection, data analysis and interpretation, measurement methods, statistical analysis, and report preparation. Particular emphasis is placed on the role of marketing research in analyzing new opportunities in the marketplace. Moreover, effective oral and written communication of research results is stressed.

(Prerequisites: 120 MKTG, 235 STAT) .

368 MKTG - Computer Applications in Marketing (3_1):

This course introduces students to the relevant computer applications and software of qualitative and quantitative research techniques and methods that are used to address a wide variety of research questions and problems in marketing studies. The course is mainly organized around one or more software statistical package (e.g., SPSS). The aim of course is to familiarize students with the applications of the selected software statistical package(s) in performing basic statistical procedures and be able to correctly interpret the results of these analyses. This course is designed as a step-by-step guide on how the students utilize the selected statistical package(s) in fulfilling their research requirements. Topics include basic data analysis, descriptive statistical methods and techniques (e.g., measures of central tendency and distribution, frequencies), and statistical inference methods and techniques (e.g., estimation techniques, hypotheses testing). Among specific methods and techniques are variance analysis, multiple regressions, Chi-Square, principal component analysis, factor analysis, and possibly other techniques (using SPSS and other software provided). It is assumed that students enter the course with knowledge of introductory statistics and research methods.

(Prerequisite: 120 MKTG , 231 MIS)

471 MKTG - Sales Management (3):

This course deals with the various factors associated with selling and managing the sales force. The course covers a range of topics including: sales analysis; forecasting techniques; account and territory management; negotiations; communications in selling; market research; persuasion, prospecting, motivation and supervision of salespeople; and planning and implementation of personal selling activities. Sales force management concepts are the primary basis of the discussion, including: objectives, organization, recruiting, selection, training, development, supervision, motivation, performance evaluation and control. It also draw emphasis on industrial selling and development of professional selling elements such as understanding buyer behavior, building trust, effective communication, leadership and teamwork skills, and the strategic selling process.

(Prerequisite: 120 MKTG)

473 MKTG – Industrial Marketing (3):

The course focuses on marketing activities in business, government, and institutional markets. The course involves topics fall within the framework of business to business exchanges such as comparison with consumer markets/marketing, analysis of business products/services and domestic/international strategy, relationship marketing, business to business processes, E-commerce, supply chain, negotiation, high technology innovation, strategic brand assessment, trade, personal selling strategies, integration and application of information technology in building working relationships and business networks.

(Prerequisite: 120 MKTG)

480 MKTG - Services Marketing (3)

This course presents a depth theoretical and practical study relevant to services marketing, through studying the basics of services marketing with regard to concept, nature, characteristics, importance, and objectives of services marketing, as well as concepts, characteristics, and types of services. Also, this course will discuss the importance of marketing in service organizations. At the same time, marketing environment of services, and purchasing behavior of services will be discussion in this course. The main part in this course concerns the marketing mix of services that consist of services as products services pricing, services promotion, and services distribution. Finally, this course will discuss some contemporary topics in field of services marketing, such as, services marketing in international markets, strategic planning of services marketing and electronic marketing of services.

(Prerequisite: 120 MKTG).

484 MKTG - Special Studies in Marketing (3):

This course addresses and critically reviews contemporary topics in marketing that are more specialized and/or more advanced than those included elsewhere in the curriculum. Evaluation techniques and strategies will be a part of the critical review of the selected topics. The selected topics may vary each time the course is offered. Topics will be announced in the schedule of classes.

(Prerequisite: 120 MKTG)

486 MKTG - International Marketing (3):

This course aim to provide abroad knowledge of the managerial aspects and issues related to the marketing function of international business operations. It presents a broad analysis of markets and customers in countries with different cultural, political and economic characteristics; estimate of market potential. Formulating and executing strategies of international marketing-mix (product, pricing, promotion, and distribution) are stressed. In particular, the course provides coverage of all issues affecting the international marketing-mix strategies such as: the customization vs. standardization issues in product and promotion management, types and goals of the different international pricing strategies, cross cultural barriers to international communication, global advertising, effects and challenges of government policies and regulations on marketing-mix decisions. Abroad and detail analysis of international business environment factors is also presented. Managerial implications are presented with each major subject matter included in this course.

(Prerequisite: 120 MKTG)