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**كليــــــــــة إدارة الأعمــــــــــال**

**Faculty of Business Administration**

**Faculty Course Requirements**

**“Course Descriptions”**

**Certified by:**

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**Dean of the Faculty of Business Administration President of the University**

**Faculty Requirements**

Faculty course requirements consist of 57 credit hours, which is equivalent to 42.5% of the total credit hours required for graduation. These are fulfilled by student during the first two years.

Faculty requirements are divided into: mandatory courses: 48 credit hours constituting (84%) of the total requirements, and optional course: 9 credit hours accounting (16%) of the total requirements

**COURSE DESCRIPTION**

**Mandatory Courses**

48 credit hours (84%) of total requirements

* **Accounting Principles I (2 credit hours)**

This course is intended to introduce students to the basic concepts of financial accounting. It covers recording accounting transactions by the double-entry method. It provides the definition of assets and liabilities, the concept of profit and loss account, the balance sheet and how to improve it. The course also introduces students to book-keeping accounting, business transactions, sales and purchases accounts and sub-accounts along with securities and transactions with banks. The students eventually should be aware to extract a trial balance, prepare the final accounts and balance sheets supported by practical examples & applied cases.

* **Management Principles (2 credit hours)**

This course seeks to develop students' skills in management and business. It aims to introduce students to the principles of business management in terms of the concept of management, the development of managerial thought, the business process environment, and the main functions of management. Additionally, it explores the functions of the organization. The course aims also to equip students with the most important trends in contemporary management as well as the use of informatics and information technologies.

* **Mathematics for Business (3 credit hours)**

This course is aimed to provide the basic concepts in algebra, analysis of quantum algebra, functions and equations of first and second degree in addition to other functions. It covers: algebraic operations, powers and roots, quantum algebra analysis (co-worker, the difference between the two squares, cubes, and sum of cubes, and a full box). Also it addresses functions of first and second class (finding root of the equation of first and second degree and solving equations of first-and second-degree algebraically and graphically) and other functions such as: root functions (square and cube), fractional and exponential functions.

* **Introduction to Marketing (2 credit hours)**

This course looks at clarifying the modern concepts of marketing and focuses on the scientific principles and basics as well as the marketing techniques for each element of the marketing mix. It aims to familiarize students with the basics of marketing and sales knowledge in general to form a suitable platform to enable graduates to deal with the module terminology. It also enables students to understand sales skills and basics and how to determine the organization needs of the salesmen along with the selection and training mechanisms.

* **Legal Environment of Business (3 credit hours)**

This course is aimed to explain the nature and determinants of the legal environment of business in Syria and some other countries. It focuses on the legal aspects for both individual and business transactions. The course covers the following topics: contracts, agency, employment methods, securities, personal property, real estate, intellectual property, e-commerce laws, environmental laws and regulations, the rights of creditors and debtors, the legal rules relating to products, marketing, advertising and the responsibility of the manufacturer towards the consumer.

* **History of Economic Thought (2 credit hours)**

This course seeks to introduce economic thinking and the importance of it starting from commercial, economic, traditional and natural thought, through socialist, marginal and Keynesian, and ending of neo monetarists. This course prepare students to the concept "thinking economically " by providing the theoretical basics of the evolution of economic intellectual knowledge, which is characterized by scarcity, that means a lack of essential goods and services to society caused by the scarcity of the factors of production or resources. It also characterized by choice , which is the selection of the factors of production , and the best and optimal exploitation of the productive resources available to satisfy the greatest humanitarian needs .

* **Introduction to production and Operations Management (2 credit hours)**

The course introduces students to the concept of production management and operations as the most important functional areas in business organizations. The course covers many aspects associated with this function such as: determining the objectives, designing and optimizing the product/service, designing standards, analyzing processes, forming the supply chain, store management, planning and controlling production, quality control, and the use of quantitative methods in reaching the optimum allocation of available resources to maximize profits.

* **Statistics for Business and Economics (3 credit hours)**

This course is concerned with studying core principles of statistics and various statistical methods for the collection, presentation and analysis of data. It also teaches analysis and study of measures of central tendency and dispersion, correlation, regression and data distribution. The course aims to develop the student's skill on statistical analysis of a set of data on a problem by using different statistical measurement methods to infer to what extent data cluster or disperse around a central point or correlate together.

* **Accounting Principles II (2 credit hours)**

This course is a complement to Accounting Principles I as to deepen the understanding of the principles and basic concepts of accounting. This course covers various methods of inventory (final inventory method, the permanent inventory method, permanent inventory according to the purchase prices and sales prices). It covers other types of inventory: arithmetic and practical inventory. It also introduces students to the required inventory adjustments: the current fund account, personal accounts, ready fund adjustment as well as liabilities inventory (suppliers, notes payable, loans, and overdrafts). In addition, the course addresses inventory adjustments of fictitious accounts and expenses and revenues inventory as to get students to prepare the final accounts and financial statements supported by practical applications for each of the previous topics.

* **Principles of Financial Management (2 credit hours)**

This module introduces students to the principles and basic concepts of financial management via analytical tools that may develop students’ skills in decision-making. The course includes: the concept of companies optimized funding structure and the financial statements. It also highlights the methods and techniques of financial analysis of various financial ratios, horizontal analysis, and the effect of the funding method on the profitability of the project. Additionally, the course addresses the sources of long-term financing of the ordinary and preference shares, bonds, retained earnings, working capital management (cash, receivables, and inventory) and short-term financing decision.

* **Marketing Management (3 credit hours)**

Marketing management is the practice of planning, executing and developing products/ services. Also, it’s about pricing, promoting, distributing and exchanging products/services to support & facilitate the marketing process as to achieve the organization’s objectives.

This course examines the marketing process from a strategic perspective of organizational management and the three stages of the process: market analysis, its planning programs and its strategies. The focus is on how to integrate contemporary marketing, led by Internet technologies and the globalization of trade, with traditional marketing ways. Learning the skills and acquiring the tools necessary to effectively manage & expand businesses as to achieve the strategic objectives of the organization is the main objective of this course. The use of contemporary marketing concepts is considered in this course as a response to the competitive challenges represented by mergers among large organizations and the giant purchasing transactions as well as the crises facing organizations.

* **Management Information Systems I (3 credit hours)**

This course aims to use information technology to solve management problems and develop students’ ability to apply scientific theories and tools of the science of management information systems in practice. The course includes basic concepts: management and operational information systems, information systems and strategy, solving management problems system, information technology (hardware and software, information and communication technology, databases and file processing, and office automation systems).

* **Microeconomics (2 credit hours)**

This course looks at the behavior of individuals and their interactions within the market. It aims to expand the student's knowledge of economic activity in the single economic units. The course includes the study of prices, wages and costs systems in addition to studying theories of consumer behavior and market equilibrium in the different economic systems along with the study of theories of consumption functions.

* **Quality Management (2 credit hours)**

This course aims to equip students with the principles, concepts and philosophy of total quality management “TQM” and continuous improvement. It also aims to clarify the most important criteria required by organization to build its strategy within the concept of total quality to ensure the quality of products and services offered. In addition to the above, the module clarifies the mechanisms and techniques to work according to TQM concept, the stages of its development, and its relationship with other concepts (“ISO”, “JIT” Just In Time Production, “MBO” Management By Objectives, “QC” Quality Circles).

Other concepts are introduced also such as organizational, human and physical foundations necessary for the application of TQM, environmental and regulatory constraints and how to deal with them, and the software application for the entrance of TQM in industrial and service organizations.

* **Human Resource Management (3 credit hours)**

This course aims to provide students with knowledge of general human resources management functions and investing in the human element to generate qualified human capital through clarifying the concept of human resources management and the historical development of this concept. It also aims to give a comprehensive idea about the practices and functions of Human Resources Management (polarization, selection and recruitment, training and rehabilitation, salaries-wages and incentives, career path, performance assessment), in addition to the importance of investing in the human element and thus generating qualified human capital.

* **Financial Management (2 credit hours)**

This is to be a complement to the principles of Public Finance and seeks to deepen the student knowledge about the firm funding and the various decisions taken by the Chief Financial Officer such as funding decisions concerned with how to get fund and the investment decisions in regard to how to invest these funds. This course is concerned also with how to calculate the cost of obtaining funds and familiarity with some of the decisions related to planning and financial control.

* **International Management (2 credit hours)**

This course includes a set of information that enables students to access to knowledge, experience and skills that qualify them to accommodate a range of topics relating to the basics of international management, its historical development, organizational architecture, and international leadership. The course aims to introduce students to the changes in the economic environment, political, and cultural environment where international companies operate. The student studies in-depth International Human Resources Management, managing international Marketing, International Logistics, international financial and management of portfolios. The course also includes identifying the problems that should be dealt with by multinational companies to deal with in the fields: marketing, financial management, human resources management.

* **Macroeconomics (2 credit hours)**

This course is concerned with studying concepts, variables and macro-economic phenomena and the basics of macro-economic analysis. It aims to deepen student's knowledge of macro-economic and its relationship to the micro-economics. This course covers the concept and objectives of macro-economic policies, role of the state in economic activity, macroeconomic variables and its essential components, and the basics of macroeconomic analysis. It explains the behavior of the various economic sectors and analyzes some macroeconomics phenomena such as: economic growth and development, unemployment, inflation and the fundamental aspects of the theory of production. The course explains the functions of consumption, savings and investment.

* **Project Management (3 credit hours)**

This course aims to introduce students to project management and to create a clear understanding of its function within the organization as an effective mean to help achieve the organization’s objectives. The course includes the concept of project management and the key elements of the project life cycle (planning, organizing, leadership, following-up and project supervising) in line with the organization's strategy. Moreover, the course aims to develop the capabilities of teamwork that leads the process of identifying problems and issues and ways to solve them in order to make decisions and communicate effectively with others, along with identifying tools and softwares used in the project management.

* **Professional Internship (3 credit hours)**

After successfully passing most modules of the first four levels (equivalent to 90% of the total requirement), the student is subject to a mandatory practical training in an institution for a period of at least 160 actual hours as to become able to choose a specialization that he/she is inclined to and wants to go deeply in it.

**Optional courses requirements**

9 credit hours (16%) of total requirements

* **Personal businesses Accounting (3 credit hours)**

The course initiates a general introduction in commercial companies and then delves deeper into the partnership companies which consists of general partnership companies, their nature and characteristics, the accounting processing of the composition of general partnership companies, current accounts of partners, reorganizing general partnership companies, final accounts and financial statements, and the liquidation of general partnership. It also looks at other partnership companies including the nature of the limited partnership companies and their accounting processes, and the nature and composition of joint-ventures companies and their accounting processing also.

* **English for Business (3 credit hours)**

The course provides an additional scientific and specialized topic oriented to students in Business Administration. The course aims to provide students with a wide range of vocabulary and scientific terms used in the business. Moreover, it teaches how to write and analyze texts and understand their implications and deepen the oral discussion of what would help students in the future in their career.

* **International Business (3 credit hours)**

This module aims to introduce students to the basics of international business, its historical development and its relationship to the international economy, with a focus on foreign trade, international investment institutions, bilateral and multilateral organizations concerned with organizing international relationship management in the scope of business administration.

The course aims to make students picture the changing economic, political, and global cultural environment generated by international institutions which they operate through. The course covers identifying human resource issues that international companies should deal with and addresses the most important challenges they face.

* **Operations Research (3 credit hours)**

The course aims to introduce students to scientific tools and methods to solve management problems and the idea of ​​building models, basic concepts of linear programming, its economic and administrative applications in areas such as resource allocation and investment planning: general phrasing, the graph solution, simplex method, the transportation problem, the theory of dualism, shadow prices, the principle of complementarily, sensitivity analysis of the program indicators: minimum limit of lack of resources and the maximum limit to increase without being affected by shadow prices, the minimum lack of yield and maximum increase without affecting the optimal production plan, economic interpretation, and the basic concepts and administrative applications of the mathematical programming methods.

* **Management Information Systems II (3 credit hours)**

The primary objective of this course is to deepen the knowledge acquired by the student while studying management information systems I in the first semester with respect to information technology and computer and whatever associated to them as well as its importance to the organization along with its role in decision-making. The course seeks to expand the awareness of the student of the strategic role of management information systems in businesses and managerial decision-making. Moreover, it deepens the basic concepts of management information systems, components and parts of the computer, addressing the development of management information systems, the study of business ethics and information security and the basic concepts of e-commerce and on-line organizations.

* **Business Ethics and Sustainability (3 credit hours)**

This course seeks to introduce students to the basic concepts of business ethics and its importance in creating a suitable working environment that contributes to improving the effectiveness of business organizations through the support of organizational commitment and loyalty and the reference to organizational code-of-conduct and its importance for the continuation of the institution and growth. The course aims to clarify the role that can be played by organizations in the development and promotion of the community and the preservation of the environment and sustainability.

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