University Vice-Presidency

College of Administrative and Financial Sciences

STUDY PLAN PROJECT

BACHELOR OF SCIENCE IN E-COMMERCE

September 2014
COURSE DESCRIPTIONS
UNIVERSITY REQUIREMENTS
COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>College</th>
<th>Preparatory Year Department</th>
<th>Department</th>
<th>English Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Name</td>
<td>English Language Skills</td>
<td>Course Code:</td>
<td>ENG001</td>
</tr>
<tr>
<td>Credit Hours</td>
<td>16 credit Hours</td>
<td>Contact Hours</td>
<td>32</td>
</tr>
<tr>
<td>Language</td>
<td>阿拉伯</td>
<td>English</td>
<td></td>
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<tr>
<td>Track</td>
<td>University Req.</td>
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</tr>
<tr>
<td>Level</td>
<td>1+2</td>
<td>Prerequisite</td>
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</table>

Course Description:

English 101 is an intensive course of study in the fundamentals of the English language. It is delivered using a blended model of learning with students exposed to face to face classes with native English speakers, after which their learning is compounded by studying online where they perform a number of interactive activities. Students also use their English language in online conversation classes every week, 3 to 5 times per week depending on their level.

The course aims to produce students who are competent in the use of English in the four skills: reading, writing, listening, and speaking, as well as communication, in order to prepare them for their chosen Degree subject.

The passing of the course requires passing the STEP exam with a minimum of 83 points.

Course Learning Outcomes:

1. Acquire a sound understanding of the mechanics of the English language, as well as the subtleties of common usage through the acquisition of principles and concepts relating to the subject.
2. Critical thinking skills to enable learners to take responsibility for their learning outcomes.
3. Use a variety of reading strategies to read and comprehend university-level academic readings.
4. Listen to lectures given in English and take notes in English of key points.
5. Formulate and ask specific questions to the lecturer to improve their understanding of the content.
6. Demonstrate understanding of the content of readings and lectures through application of this knowledge to tasks such as debates, quizzes, presentations, reports and discussions.
7. Give academic presentations and/or write academic papers in English on a specialized business related topic.

**Course Major Topics:**

1. Reading Skills
2. Grammar in Context
3. Vocabulary
4. Presentations
5. Debates
6. Communication

**Learning Resources**

- **Textbook**
  
  SEU PY Syllabus – Developed In House by the PY Curriculum Committee

- **Education First**
  
  Customized LMS for SEU Preparatory Year Department

**Grading:**

- Continuous assessment course work (assignments, quizzes, projects, discussion)
- Final grade determined only after students attend an external exam i.e. STEP Exam, or its equivalent such as IELTS (STEP Pass grade=83 / IELTS 5.5)
<table>
<thead>
<tr>
<th>College</th>
<th>College of Computation and Informatics</th>
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<tbody>
<tr>
<td>Course Name</td>
<td>Computer Essentials</td>
<td>CS001</td>
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<tr>
<td>Credit Hours</td>
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<td>Contact Hours</td>
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</tr>
<tr>
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<td>☒ English</td>
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<td>Track</td>
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<td>Course Level</td>
<td>First or second semester</td>
<td>Prerequisite</td>
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</table>

**Course Description:**

This course is an essential guide to computing concepts and provides the learner with a complete learning solution focusing on the most important, essential, and current concepts of information technology. Students are given a streamlined, concise, relevant approach to the fundamental issues surrounding the world of computing through a balance between theory and applied learning of these important topics.

**Course learning outcomes:**

This course aims to provide students with knowledge and skills related to:

1. Understand Information Technology and Computer Concepts
2. Word with the Internet, the Web, and Electronic Commerce
3. Understand Computer Software
4. Understand Computer Hardware and Related Devices
5. Understand Storage and Memory
6. Knowing how Communications and Networks work
7. Study the Privacy, Security, and Ethics issues related to Computers In addition, learners will be able to work with different systems and applications: MS Word, MS PowerPoint, MS Excel
### Grading:

<table>
<thead>
<tr>
<th></th>
<th>Mid-Term Exams</th>
<th>Quizzes</th>
<th>Assignments</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>✗</td>
<td>✗</td>
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<tr>
<td><strong>Final Exam</strong></td>
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<tr>
<td><em>(50%)</em></td>
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**Text Book:** Interactive text book will be provided

**Reference Book(s):**

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<thead>
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<td>Communication Skills</td>
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<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>• Define the nature of communication and its elements and types and its characteristics and its objectives.</td>
</tr>
<tr>
<td>• The relationship between language communication and non-language communication.</td>
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<tr>
<td>• The concept of self, and expressing the self.</td>
</tr>
<tr>
<td>• Persuasion skills, personal interviews, personal skills that the sectors are looking for.</td>
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<tr>
<td>• Writing self-profile skills.</td>
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<tr>
<td>• Public speaking and effective presentation skills.</td>
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<table>
<thead>
<tr>
<th>Educational Outcomes</th>
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<tbody>
<tr>
<td>1. Knowledge:</td>
</tr>
<tr>
<td>• Active participation in the group.</td>
</tr>
<tr>
<td>• Development of sense of responsibility for the university student.</td>
</tr>
<tr>
<td>• Voluntary work at the community level.</td>
</tr>
<tr>
<td>• Acquire research skills.</td>
</tr>
<tr>
<td>• Acquire leadership traits.</td>
</tr>
<tr>
<td>• Public speaking and effective presentation skills.</td>
</tr>
<tr>
<td>• Research skills.</td>
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<td>• Critical thinking skills.</td>
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<table>
<thead>
<tr>
<th>Category</th>
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<td>Departmental</td>
<td>College of Administrative and Financial Sciences</td>
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<tr>
<td>Program</td>
<td>Bachelor of Science in E-Commerce</td>
</tr>
<tr>
<td>Date</td>
<td>September 2014</td>
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</tbody>
</table>
• The ability to solve problems.
• The ability to discuss and communicate.
• The ability to deal with different personality patterns.

2. Skills:
   • Developing and improving the following personal communication skills:
     • Good interaction with others.
     • Appreciation of others.
     • Communication.
     • Discussion.
     • Conversation.
     • Persuasion.
     • Leadership.
   • Developing and improving the communication skills specific to communication skills:
     - Language body - Eye movements - Body language

3. Sensitivity:
   • The will to use the effective communication skills.
   • Building positive attitudes towards others and ensuring the building of positive relationships with them.
   • Ensuring the practice of appropriate communication skills in academic and everyday situations.
   • The importance of continually developing communication skills and personality traits in social situations.
   • Increasing self-confidence and ensuring the availability of the ability to communicate and establish positive relationships with others.

<table>
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<th>Evaluation</th>
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<tr>
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Program of: Bachelor of Science in E-Commerce September 2014 8
# Fundamentals of Math

**Course Name:** Fundamentals of Math  
**Course Code:** Math001  
**Credit Hours:** 3 credit Hours  
**Contact Hours:** 4  
**Language:**  
- English  
- Arabic  
**Track:** University requirement  
**Level:** First or second Semester  
**Prerequisite:** First or second Semester

## Course Description:

This course will address the outcomes of introductory and intermediate algebra. Topics include: basic algebraic properties, integers, simplifying and factoring polynomials, solving and graphing linear equations and inequalities, solving systems of equations in two and three variables, functions, rational expressions, quadratic and rational equations and inequalities, absolute value, graphing systems of equations and inequalities, and other selected topics. Applications will be emphasized, and numeric, algebraic, and graphical modes will be used.

## Course learning outcomes:

1. Perform intermediate-level algebraic operations.  
2. Apply intermediate-level algebra concepts to application situations.  
3. Use their improved logical and analytical reasoning skills.  
4. Use their improved skills in communicating mathematics.

### Grading:

- ☑ Mid-Term Exams  
- ☑ Final Exam  
- ☑ Quizzes  
- ☑ Project  
- ☑ Assignments  

### Text Book:

Interactive text book will be provided

### Reference Book(s):

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<td>Communication Skills</td>
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**Description**

This course aims to assist the student in managing his/her personality and environment in a way that leads to success and excellence. It uses a variety of research and learning tools and strategies, which help in acquiring knowledge, organizing and retrieving it quickly, conducting research and presenting it. The course aims to strengthen self-learning tools and methods and learning methods in electronic learning environments.

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**Learning Outcomes**

1. Understand the basic concepts related to learning, research, and critical thinking and the essential skills associated with them.
2. Understand the appropriate directions for conducting research and preparing for exams and their performance.
3. Understand the sources of learning and their characteristics.
4. Understand traditional and electronic teaching methods.
5. Interact with educational theories to benefit from them in the learning process.
6. The ability to benefit from learning resources in the required form.
7. Maintain time and its distribution in the correct way.
4. الوصول لمصادر المعرفة المتنوعة والقدرة على الإفادة منها.
5. القيام بتنفيذ خطوات البحث العلمي وكتابة تقرير البحث.
6. القدرة على ممارسة التفكير السليم بأنواعه، والتفكير بأكثر من طريقة في الموقف الواحد.
7. القيام بعملية المراجعة وأداء الاختبارات وتنفيذ الواجبات بالشكل الصحيح.
8. التمكن من التعامل الضغوط والقدرة حل المشكلات الأكاديمية والحياتية.
9. الميل لا تخفيض الطرق والتقنيات الحديثة للتعلم والتعليم والحرص على ممارسة التفكير السليم في المواقف الأكاديمية والحياتية.
10. الاهتمام بالتفكير العلمي والرغبة بتوظيفه في المواقف المختلفة.

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<thead>
<tr>
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<th>الواجبات</th>
<th>الاختبارات القصيرة</th>
<th>الاختبارات الدورية</th>
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الاختبار النهائي
المشروع
المعامل
الاختبار القصيرة
الاختبارات الدورية
الواجبات
التقييم

الكتاب الدراسي
المراجع
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**وصف المقرر**

بعد مقرر الثقافة الإسلامية 101 من متطلبات الجامعة الإجبارية لجميع طلاب وطالبات الجامعة السعودية الإلكترونية، حيث تتم دراسته في أحد المستويات الدراسية للطالب حسب رؤية الكلية التي يتبع لها الطالب، ويقوم بتدريسه أحد أعضاء قسم الدراسات الإسلامية.

يتناول المقرر في وحداته عدة موضوعات تشمل مفهوم الثقافة في اللغة العربية، واللغة الإنجليزية والثقافة في الإصطلاح، ومصطلح الدين والقيم والعلم، والمدنية و الحضارة، والثقافة والحضارة والدين، والثقافة والمدنية، والثقافة والقيم.

مصادر علم الثقافة الإسلامية: القرآن الكريم، الإجماع، القيام. آراء العلماء وآثارهم، الخبرات الإنسانية النافعة.

أثر هذه المصادر في بناء الثقافة الإسلامية وصحة توجهها.

موضوعات علم الثقافة: العموميات، الخصوصيات، المتغيرات والبدائل المفاهيم، القيم، القضايا الفكرية النظم، المذهبيات الفكرية.

**ركن الثقافة الإسلامية: العقيدة، الشريعة، الأخلاق**.

أركان الإيمان السنة: الإيمان بالله وملائكته وكتبه ورسالته وباليوم الآخر والقدر خيره وشره.

مكونات الثقافات الكبرى: الثقافة الفارسية، الثقافة الهندية، الثقافة الصينية، التراث اليهودي، التراث.
النصراني. الفكر الغربي الحديث.

المجالات التعليمية

بالخصوصيات والبدائل المفاهيم.

1. أن يكون الطالب قد أدرك الفارق بين هذه المصطلحات ليترسخ لديه المعنى الدقيق للثقافة في اللغة والإصطلاح.

2. أن يقاس تحصيل الطالب في الاختبار الورقي بحصوله على نسبة 70% فما فوق الثقافة. الديان. القيم. العلم. المدنية. الحضارة.

القياسات النظري. العلومات. المذهبات الفكرية. الثقافة الفارسية. الثقافة الهندية. الثقافة الصينية. التراث اليهودي. التراث النصراني. الفكر الغربي الحديث.

التقييم

الواجبات ❌ الاختبارات القصيرة ❌ الاختبارات الدورية ❌ المشروع ❌ الاختبار النهائي ❌

الكتاب الدراسي

- القرآن الكريم
- أبحاث المؤتمر الدولي لإعلام جديد: تكنولوجيا جديدة لعام جديد، جامعة البحرين. 9-7 إبريل 2009م، طبعة 2009م جامعة البحرين.
- البخاري، أبو عبد هللا محمد بن إسماعيل، صحيح البخاري، الرياض، دار السالم، ط1991م، 2م ندي، أجنحة المكر الثالثة وخبواتها: التبشير، الاستشراق، الاستعمار، ط2000م، ط8، دار القلم، دمشق، سوريا.
الحجاج، أبو الحسين مسلم، ترقيم محمد بن نزار تيميم، وهيئم بن نزار تيميم، دار الرقم، مصر، ط1999، م بناه خالدي، د. مصطفى، ود. عمر فروخ، التبشير والاستعمار في البلاد العربية، المكتبة المصرية.

سعد، د. حسين، بين الأصالة والتغريب في الاتجاهات العلمانية عند بعض المفكرين العربي المسلمين في مصر، المؤسسة بيانا، الجامعية للدراسات والنشر والتوزيع، 1993 م، ط 1، بيروت.

السعدي، عبد الرحمن بن ناصر، تيسير الكريم الرحمن في تفسير كلام المنان، المحقق: عبد الرحمن بن معال اللويحة. ط2000، مؤسسة الرسال بون العقول، ترجمة عبد السالم رضوان، سلسلة عالم المعرفة، 106، مارس، 1999 م، الكويت.

شيلر، هربرت، المطالعة عمارة، د. محمد، استراتيجية التنصير في العالم السالمة، دراسة في أعمال مؤتمر كولورادوا لتنصير المسلمين، ط1، م الإسلامي، مالطا.


عمر، د. أحمد مختار عبد الحميد، معجم اللغة العربية المعاصرة، دار الكؤ، المصمودي، د. مصطفى، النظام العالمي الجديد، سلسلة عالم المعرفة 94، أكتوبر 1985 م، فهوم العولمة ونشأتها، مبارك عامر بقنة.

رسالة ماجستير http://www.saaid.net/Doat/mubarak/5.htm مقال غير نجم هور المستقلين، موقع العربية نموذجا

المنصور، محمد، تأثير شبكات التواصل الاجتماعي غ مشورة الموسوعة العربية العالمية، مادة الاستشراق

النجاح، أ.د. حسن رضا، بحث محكم بعنوان: تكنولوجيا التصاق المفهوم والتطور

الأملة، علي بن إبراهيم الحمد، التنصير، مفهومه وأهدافه ووسائله وسبيل مواجهته، 1419ه، ط2.
قسم العلوم الإنسانية
كلية العلوم والدراسات النظرية

القسم: كلية العلوم والدراسات النظرية
رمز المقرر: RS201
اسم المقرر: الثقافة الإسلامية
الساعات المعتمدة: 4
الساعات الاتصال: 2
اللغة العربية: ✗
اللغة الإنجليزية: ☑

مژه التدريس: منطلب جامعة
المستوى: الرابع
المنطلب السابق: لا يوجد

وصف المقرر

بعد مقرر الأخلاق وأداب المهنة في الإسلام من مطالب الجامعة الإجبارية
لجميع طلاب وطالبات الجامعة السعودية الإلكترونية، حيث تتم دراسته في أحد المستويات الدراسية للطالب
حسب رؤية الكلية التي يتبع لها الطالب، ويقوم بتدرسه أحد أعضاء قسم الدراسات الإسلامية.
يتناول المقرر في وحداته عدة موضوعات تشمل: تعريف الأخلاق وأقسامها ومكانتها في الإسلام وأهمية
دراستها وأسس الأخلاق الإسلامية. وخصائص الأخلاق في الإسلام، والأخلاق عند غير المسلمين، ووسائل
اكتساب الأخلاق، والمسؤولية الأخلاقية، وصور من أخلاق النبي صلى الله عليه وسلم، والنزاهة والأمانة، ومكافحة
الفساد، ومفهوم أخلاقيات المهنة.

المخرجات التعليمية

1. أن يعرف الطالب على معنى الأخلاق وأقسامها ومكانتها في الإسلام.
2. أن يستطيع الطالب التفريق بين القيم والأخلاق.
3. أن يستنتج الطالب الفرق بين البيئة الحقيقية والبيئة الإفتراضية.
4. أن يحرص الطالب على أن يتخلق بأخلاق الإسلام.

التقييم

الواجبات ☑
الاختبارات القصيرة ☑
الاختبارات الدورية ☑
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<td>3-البخاري: أبو زكريا النووي: شرح النووي على صحيح مسلم: دار الفكر، لبنان.</td>
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<td>4- ابن حنبل، أبو عبد الله أحمد: المسند، دار الفكر، ط1398م-1978هـ.</td>
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<td>5- سنن ابن ماجه، للإمام أبي عبد الله محمد بن يزيد الزروي، دار الرسالة العالمية، الطبعة الأولى، 1430 هـ - 2009 م.</td>
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<td>6- سنن أبي داود، أبو داود سليمان بن الأشعث بن إسحاق بن بشير بن شداد بن عمرو الأزدي السجستاني (المتوفي: 275 هـ) تحقيق محمد محبي الدين عبد الحميد، الناشر: المكتبة العصرية، صيدا بيروت.</td>
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<td>7- سنن الترمذي: للحافظ محمد بن عيسى بن سورة بن موسى بن الضحاك، الترمذي، شركة مكتبة ومطبعة مصطفى الباحثي الحلبي، مصر، الطبعة الثانية 1395 هـ - 1975م.</td>
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<td>8- السنن الصغرى للبيهقي، للحافظ أحمد بن الحسين بن علي بن موسى الخسروجيري الخراساني، جامعة الدراسات الإسلامية، كراتشي باكستان، الطبعة الأولى 1410 هـ.</td>
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<td>9- الأخلاق الإسلامية وأسهما، عبد الرحمن حميدة، رشيد، دار الفلم، ط الثانية، 1407 هـ.</td>
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Program of: Bachelor of Science in E-Commerce

September 2014
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**وصف المقرر**

يعتبر مقرر الثقافة الإسلامية في الإسلام وقضاياه من متطلبات الجامعة الإجبارية لجميع طلاب وطالبات الجامعة السعودية الإلكترونية، حيث يتم دراسته في أحد المستوى الدراسية للطالب حسب رؤية الكلية التي يتبع لها الطالب، ويقوم بتدريسه أحد أعضاء قسم العلوم الإنسانية.

المخرجات التعليمية
1. أن يتعرف الطالب على القضايا الاقتصادية وأنها جزء من الثقافة الإسلامية لايجراً عنها.
2. أن يتعرف الطالب على المصطلحات الاقتصادية وتطبيقاتها المعاصرة.
3. أن يقاس تحصيل الطالب في الاختبار الورقي بحصوله على نسبة 70% فما فوق.

المواضيع الرئيسية للمقرر
1. مفهوم القضايا الاقتصادية (مدخل المقرر).
2. التأمين.
3. بورصة الأوراق المالية.
4. غسيل الأموال.
5. الخصخصة.
6. صكوك الإجراء.
7. العولمة الاقتصادية.
8. المعاملات المصرفية الإلكترونية.
9. التكامل الاقتصادي.
10. التضخم الاقتصادي.

المراجع
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المراجع الورقية
1-القرآن الكريم
3- النووي: أبو زكريا النووي: شرح النووي على صحيح مسلم: دار الفكر، لبنان.
4- ابن حنبل، أبو عبد الله أحمد: المسند، دار الفكر، ط 1398، 2 هـ-1978م.
5- سنن ابن ماجه، للإمام أبي عبد الله محمد بن يزيد الباجي، دار الرسالة العالمية، الطبعة الأولى، 1430 هـ - 2009 م.
6- سنن أبي داود، أبو داود سليمان بن الأشعث بن إسحاق بن بشير بن شداد بن عمرو الأرزي السُجِسْتاني (الموتيف: 275هـ) تحقيق محمد محيي الدين عبد الحميد، الناشر: المكتبة العصرية، صيدا - بيروت.
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9- السنن الكبرى، للحافظ أحمد بن الحسين بن علي بن موسي الخُسْرَوْجِردي الخراساني، أبي بكر البيهقي، دار الكتب العلمية، بيروت، لبنان، الطبعة الثالثة، 1424 هـ - 2003م.
ثانياً: المصادر الإلكترونية:
11- جامعة الملك سعود https://staff.ksu.edu.sa/aalshalhoub/courses
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**Course Description:**

Introduction to Microeconomics is an introduction to the economic theory involving the examination of how decision making by firms and individuals is shaped by economic forces. Emphasis is placed on demand, supply, market equilibrium analysis, and basic market structure models. The invisible hand as the driving force for economic decisions as well as market externalities are discussed. The class concentrates on providing a balanced approach to studying economic agents’ behavior and its impact on the global economic settings.

**Course Learning Outcomes:**

1. Understand the relationship between various market forces.
2. Discuss the key microeconomic concepts of scarcity, opportunity cost, comparative advantage, and externalities with reference to Saudi economy.
3. Compare key characteristics among the various market structures of monopoly, oligopoly, monopolistic competition, and perfect competition.
4. Analyze the factors of production and their respective economic returns
5. Apply supply and demand model to determine market equilibrium.
6. Recognize how changes in supply, demand, and regulations affect market outcomes.
7. Understand the concept of elasticity and its applications.
8. Explore the effects of imperfect information on markets.
9. Identify the implications of an economic agent's actions on global economic settings and on Saudi economy.

**Course Major Topics:**

- 7. Introduction to Microeconomics
- 8. Elasticity
- 9. Production Technology and Cost
- 10. Market Structure
- 11. Market Failure
- 12. Factors of Production

**Learning Resources**

- **Textbook**
  

- **References:**
  
  Prentice Hall • Paper, 504 pp Published 05/16/2013

**Grading:**

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
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#### Course Description:

This course combines management theory and practices, placing emphasis on the development and application of competencies required for effective leadership, including planning, motivating, organizational control, change management, and decision-making, using current domestic and global business issues in the context of ethical, team centered organizations. The course includes practice in conflict resolution and mediation, fostering improvement of working relationships, through the use of activities that integrate emotional intelligence and communication skills that help create a productive work environment.

#### Course Learning Outcomes:

1. Define management by examining the functions, roles, and skills of a manager.
2. Examine the functions of planning, organizing, leading, and controlling and how they interrelate.
3. Examine management issues and practices in motivation; organizational culture, structure, and behaviour; team dynamics; and communication.
4. Apply tools and techniques of strategic planning, decision making, and change management.
5. Analyse an organization's role in ethics, diversity, and social responsibility.
6. Create a Management Skill Development Plan.

### Course Major Topics:

1. Manager and the Work Environment
2. Planning - The Foundation of Successful Management
3. Decision Making Process
4. Organizing Tasks, People, and Resources
5. Organizational Culture
6. Change Management
7. Leading Individuals and Groups
8. Leadership and Communication
9. Controlling and Global Management

### Learning Resources

- **Textbook**

### Grading:

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**Course Description:**

This course introduces the student to statistics with business applications. The course covers both descriptive and inferential statistics. Topics included are: measures of central tendency; measures of dispersion; graphical displays of data; linear regression; basic probability concepts; binomial and normal probability distributions; confidence intervals; and hypothesis testing of mean, proportion for one or two populations. The course also covers ANOVA and hypothesis tests for Goodness of Fit. These topics will be covered using a basic knowledge of algebra and Microsoft Excel.

**Course Learning Outcomes:**

1. Apply the concepts of statistics to a business situation.
2. Analyze data using business software packages and interpret the results.
4. Analyze the concepts of discrete probability distributions.
5. Analyze the concepts of normal probability distributions.
6. Use sampling distributions to construct and interpret confidence intervals.
7. Use samples to test a variety of hypotheses.
8. Analyze data sets using linear regression and correlation.
Course Major Topics:

1. Vocabulary and Graphical Displays
2. Numerical Descriptive Statistics
3. Probability
4. Discrete Probability Distributions
5. Continuous Distributions and Central Limit Theorem
6. Estimation and Confidence Intervals
7. Hypothesis Testing of a Parameter
8. Hypothesis Testing Using Samples from Two Populations
9. Correlation and Linear Regression
10. The Chi-square Tests
11. ANOVA and Review for Final Exam

Learning Resources

- **Textbook**


References:


Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam: 25%
Final Exam: 50%
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### Course Description:

A survey course to address everyday legal problems encountered in business with emphasis on the area of contracts, agency, employment, property, business organizations, and cases relating to these and other areas.

### Course Learning Outcomes:

1. Define common law and statutory legal principles in substantive law areas.
2. Apply legal principles to fact patterns that emerge on a regular basis in the business world.
3. Recognize, analyze, and discuss various legal problems presented in specific situations.
4. Demonstrate an awareness of ethical issues in the business legal environment.
5. Develop critical thinking and case analysis skills.

### Course Major Topics:

1. The Legal Environment of Business
2. Legal System in Saudi Arabia
3. Contracts
4. Business Organizations: Partnerships
5. Business Organizations: Corporations
### Learning Resources

- **Textbook**
  


- **References:**
  

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**Course Description:**

This course is an introduction to accounting emphasizing how general-purpose financial statements communicate information about the business corporation's performance and position for users external to management. Approximately one third of the course emphasizes how the accountant processes and presents the information and includes exposure to recording transactions, adjusting balances and preparing financial statements for service and merchandise firms according to established rules and procedures. The balance of the course examines major elements of the statements such as cash, receivables, inventory, long-lived assets, depreciation, time value of money, payroll, bonds, and other liabilities and stocks.

**Course Learning Outcomes:**

1. Analyse both service and merchandise business transactions to record them properly in the accounting records.
2. Illustrate the end-of-period work, including adjusting & closing journal entries and the four basic financial statements.
3. Describe how cash accounts and notes receivable properly setup valuation allowances for bad debt accounts.
4. Describe how merchandise inventory & long-lived assets are properly reported on the balance sheet along with the "income statement" impact of alternative reporting methods.
5. Describe how common and preferred stock are reported in the balance sheet and adjusted for stock splits, stock dividends, and treasury stock transactions.

6. Interpret the significance of a good accounting "internal control" system to the security of the firm's assets.

Course Major Topics:

1. Financial Statements
2. The Accounting Cycle
3. Adjusting Entries
4. Accounting for Merchandising Operations
5. Inventory Cost Flow Assumptions
6. Bank Reconciliations
7. Accounting for Uncollectible Accounts
8. Depreciation
9. Liabilities
10. Accounting for Bonds Payable
11. Dividends
13. Financial Statement Analysis

Learning Resources

- **Textbook**


- **References**

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Course Description:

This course is designed to survey the field of finance and provide the foundation for more advanced finance coursework. Topics include resources of business and financial information, corporate financial performance, the time-value-of-money, the nature and measurement of risk, financial institutions, investments, and corporate finance.

Course Learning Outcomes:

1. Understand the financial environment of the company
2. Examine the relation finance/accounting.
4. Apply the concepts of time-value-of-money to determine the valuation of bonds and stocks.
5. Analyze the relationship between risk and return.
6. Evaluate investment opportunities.
7. Evaluate cost of capital for decisions related to financing the operations of a corporation.
# Course Major Topics

1. The Financial Manager and the Firm  
2. The Financial System and the Level of Interest Rates  
3. Financial Statements, Cash Flows, and Taxes  
4. The Time Value of Money  
5. Discounted Cash Flows and Valuation  
6. Risk and Return  
7. Bond Valuation and the Structure of Interest Rates  
8. Stock Valuation  
9. The Fundamentals of Capital Budgeting  
10. The Cost of Capital  
11. How Firms Raise Capital  
12. Capital Structure Policy  
13. Dividends, Stock Repurchases, and Payout Policy

## Learning Resources

- **Textbook**  

**References:**  

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**Course Description:**

Marketing has emerged as a key function within successful organizations. It is expected that the marketing professional be able to analyze their market, craft the right message, and develop and execute a plan that effectively reaches the target audience. Students will explore how to manage the marketing function within an organization, including market analysis, target marketing, branding, advertising, and marketing mix manipulation.

**Course Learning Outcomes:**

1. Analyze marketing opportunities using environmental scanning market data, measurement, and analysis.
2. Formulate overall marketing goals, objectives, strategies and tactics within the context of an organization's business, mission, and goals.
3. Develop a marketing plan for an organization.
4. Use marketing concepts to make business decisions.
5. Improve familiarity with current challenges and issues in marketing.
# Course Major Topics

1. The Meaning of Marketing and Market
2. Planning and Marketing in an Organization
3. Global Marketing and Value for Customers
4. A Perspective on Consumer Behavior
5. Branding, Segmenting, Targeting, and Positioning
6. The Marketing Plan
7. Pricing Strategies
8. Supply Chain and Distribution Strategies
9. Retailing and Wholesaling
10. Marketing Communications: Advertising and Sales Promotion
11. Personal Selling and Direct Marketing Strategies
12. The Marketing Mix
13. Marketing Measurement

## Learning Resources


## Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
COURSE DESCRIPTION

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Course Description:

This course addresses the importance of applying quantitative methods and analysis to the solution of business problems using structured problem solving and specialized data analysis software tools. Focus will be on solutions to problems of inefficiency, poor productivity and risky situations within the management of business and technical processes, projects and operations. Some of the methodologies covered are linear programming, PERTCPM analysis, time series and decision tree analysis, forecasting, regression analysis and data mining. Key success factors in the course will be for the student to build on statistical techniques and spreadsheet tools covered in the prerequisite course.

Course Learning Outcomes:

1. Build a business decision-making community.
2. Determine solutions for linear problems.
3. Forecast data trends based on historical or variable information.
4. Select decision-making options based on probability and risk.
5. Analyze data for business strategic competitive advantage.
6. Critically interpret data to make enterprise-wide decisions.
7. Analyze the trade-off of cost of waiting time versus cost of service.
Course Major Topics

1. Introduction to Quantitative Analysis
2. Decision Analysis
3. Forecasting
4. Regression Analysis
5. Waiting Lines and Queuing Theory Models
6. Linear Programming Models
7. Linear Programming Applications (Part I)
8. Linear Programming Applications (Part II)
9. Inventory Control Models (Part I)
10. Inventory Control Models (Part II)
11. Project Management
12. Simulation Modeling (Part I)
13. Simulation Modeling (Part II)

Learning Resources

- Textbook


Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam 25%
Final Exam 50%
COURSE DESCRIPTION

This course provides an introduction to the human resource function and related elements and activities. The course outlines the roles and functions of members of the human resources (HR) department as well as educating others outside HR in how their roles include HR-related activities. The student will learn about the evolution in human resources management (HRM). Emphasis is placed on the modern day importance of HRM and the new corporate view of the function. Additionally, the student will be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. The student will be exposed to practical situations and problem solving regarding areas of employee counseling, discipline and termination in Saudi context.

Course Learning Outcomes:

1. Explain the role of human resources (HR) within the organization.
2. Describe the impact of the global environment on HR.
3. Identify sources of information concerning the labor market
4. Conduct human resources planning
5. Analyze labor market statistics, costs, and recruitment sources
6. Describe the techniques used to evaluate a training program  
7. Summarize company and employee uses and benefits  
8. Describe Measuring Performance, Measurement tools and Challenges to Effective  
   Performance Measurement.  
9. Discuss the Human Resources challenges and potential remedies facing supervisors in today’s business world.

**Course Major Topics** (Supported By Saudi Labor Law)  

1. Introduction to HR Functions  
2. Saudi labor law  
3. Effective Job Analysis  
4. Employee Recruitment  
5. Select Employees  
6. Train and Develop Employees  
7. Career Development  
8. Performance Management  
9. Compensation  
10. Employee Benefits  
11. Health and Safety  
12. Labor Relations and Collective Bargaining

**Learning Resources**

- **Textbooks**


Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
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| Course Code: | E-COM101 |
| Contact Hours | 3 |
| Language | ☒ English |
| Prerequisite | None |

Course Description:

Electronic commerce is the exchange of information and transactions between organizations via computers. While E-commerce has been with us for a while, its more recent implementation via the Internet has enormous implications for marketing and communication. Students will evaluate the strategic implications of E-commerce as well as issues of planning, developing, and implementing E-commerce solutions for marketing.

Course Learning Outcomes:

1. Evaluate the characteristics of e-commerce.
2. Demonstrate effective use of technology for communication.
3. Evaluate the effectiveness of an e-commerce Web site.
4. Explain the security threats in the e-commerce environment.
5. Analyze e-commerce payment systems.
6. Analyze basic concepts of consumer behavior and purchasing decisions.
7. Develop an electronic marketing and communication campaign to target a specific audience.
8. Forecast social and/or ethical issues and development in e-commerce.
### Course Major Topics

1. The Revolution is Just Beginning  
2. E-commerce Infrastructure: The Internet, Web, and Mobile Platform  
3. Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps  
4. E-commerce Security and Payment Systems  
5. E-commerce Marketing Concepts: Social, Mobile, Local  
6. E-commerce Marketing Communications  
7. Ethical, Social, and Political Issues in E-commerce  
8. Online Retailing and Services  
9. Online Content and Media  
10. Social Networks, Auctions, and Portals  

### Learning Resources

- **Textbook**


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Course Description:

This course will teach students the basic tools of macroeconomics and apply them to real world economic policy. Emphasis is placed on studying the economy as a whole. Issues of inflation, unemployment, the role of fiscal and monetary policies in stabilizing the economy, the role of government policy in promoting long-term economic growth and growth are discussed in the context of the global economic system.

The course will be structured around the tools (models) of macroeconomics, using primarily graphs, and occasionally equations. However, motivation for these tools, and examples of their use will always be taken from current and recent real-world macroeconomics events and conditions.

Course learning outcomes:

1. Analyse economic problems within the conceptual framework of mainstream macroeconomics.
2. Understand the institutional framework of macroeconomic policymaking.
3. Understand how to evaluate macroeconomic conditions such as unemployment, inflation, and growth.
4. Understand the fundamental determinant's of a nation's long-run economic growth,
5. Understand media accounts of macroeconomic events.
6. Provide policy alternatives to address various economic outcomes.
7. Analyse actual economic events within modelling frameworks.

Course Major Topics:

1. Introduction to the ECON 201
2. Gains From Trade
3. Supply, Demand, and Market Equilibrium
4. Markets and Welfare
5. Macroeconomics Data
6. Economic Growth
7. Financial System
8. Unemployment
9. Monetary Policy
10. Open Economy
11. Economic Fluctuations
12. Debates in Macroeconomics.

Learning Resources

- Textbook

Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam 25%
Final Exam 50%
## COURSE DESCRIPTION

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### Course Description:

This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems, the role of information systems in enhancing business processes and management decision making across the enterprise, and the process of building and managing systems in organizations. The course will provide, also, students with information systems knowledge that is essential for creating successful and competitive firms. Learning activities include hands-on projects, application software exercises, and a running case study.

### Course learning outcomes:

1. Understand basic information systems concepts as applied to business operations and management.
2. Identify the major components of a computer system, including hardware, software, operating systems and operating environments as they apply to information systems.
3. Evaluate, select, and use computer-based information systems from a management perspective.
4. Understand the interdependence and functionality of the hardware and software components of information systems and work with the MIS staff to make technical decisions
5. Design and develop basic MIS applications.
6. Understand how to utilize large-scale computer applications systems to assist with business management and operations.

Course Major Topics:

1. Introduction to Information Systems, Difference between IT/IS, Data and Knowledge Management
2. Telecommunications and Networking
3. Business Intelligence
4. Ethics and Privacy
5. Information Security
6. Social Computing
7. Wireless, Mobile Computing, and Mobile Commerce
8. Information Systems Within the Organization
9. Extending the Organization to Customers
10. Acquiring Information Systems and Applications
12. Cloud Computing and Intelligent Systems

Learning Resources

- **Textbook**
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#### Course Description:

This course aims to introduce students to the electronic management and the effects that have ICT on the process of management. The functions of virtual managers will be highlighted in the context of managing virtual team, resolving conflicts, leading at distance. Students will be also introduced to virtual communication and politics in addition to the characteristics of virtual management in leading teams in case of High-Risk and Catastrophic Events.

#### Course learning outcomes:

1. Understand the main elements of virtual management
2. Define the role of virtual manager and its functions
3. Determine the major impacts of ICT on management process
4. Understand and describe the concept of virtual office.
5. Collaborate with other organizations using Internet-based technologies
6. Discuss issues of virtual leadership
College of Administrative and Financial Sciences

Course Major Topics:

1. Virtual Management
2. The Virtual Manager
3. Creating and Managing the Virtual Team
4. Managing Global Teams
5. Outsourcing
6. Time Management
7. Virtual Teamwork, Team Processes and Procedures
8. Virtual Communication and Politics
9. Managing Conflict
10. Virtual Management of High-Risk and Catastrophic Events
11. Virtual Management and Communication Tools
12. Virtual Leadership

Learning Resources

- Textbooks


Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
**COURSE DESCRIPTION**

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**Course Description:**

This course focuses on the analysis of human work behavior at the individual, interpersonal, team and organizational levels. Emphasis is on the development of interpersonal competencies to allow individuals to effectively work as managers or professionals in the rapidly changing, team-oriented, culturally diverse and technologically integrated global climate facing modern organizations. The roles of leaders, followers, and teams and their influence on the culture and performance of an organization are addressed through the analysis of key organizational behaviour concepts and related cases.

**Course learning outcomes:**

1. Demonstrate clear understanding for understanding human work behavior in the organizational setting.
2. Understand the impact of organizational culture on shaping values, attitudes and behaviour.
3. Gain knowledge of contemporary issues and approaches to the organizational Change facing organizations.
4. Apply organizational behaviour approaches to the analysis of one organization’s initiative(s).
5. Explain and evaluate the key assumptions on which behaviour in organizations is currently managed and assess the effect of these ideas on employee attitudes and actions.

6. Form an appreciation of the complexities and uncertainties of organizational behaviour by examining your own role in the light of experience of real-time problem settings.

**Course Major Topics:**

1. Introducing Organizational Behavior
2. Individual Differences, Values, and Diversity
3. Emotions, Attitudes, and Job Satisfaction
4. Perception, Attribution, and Learning
5. Motivation Theories and Performance
6. Teams in Organizations: Teamwork and Team Performance
7. Conflict and Negotiation
8. Communication and Collaboration
9. Power and Politics
10. Leadership Essentials and challenges
11. Organizational Culture and Innovation
12. Organizational Goals and Structures

**Learning Resources**

- **Textbook**
  

- **Reference**
  
  Prentice Hall, 2014
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# COURSE DESCRIPTION

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## Course Description:

Operations Management is one of the three major functions of business including: Marketing, Operations, and Finance/Accounting. This introductory course introduces the student to Operations Management; how products and services are created and delivered to the customer. Concepts and applications of operations management will be explored in a variety of business sectors.

The course aims to familiarize students with the issues and problems confronting the company, especially the operations managers. It will also provide the concepts, insights and tools to deal with these issues for gaining competitive advantages through managing and improving the operational capabilities of the organization.

## Course learning outcomes:

1. Utilize the business process flow concept to represent and analyze the economic activities of service or manufacturing organizations.
2. Identify appropriate performance measures for the business processes in different organizations.
3. Analyze and evaluate the performance of the different business processes in an organization.
and the systems in the organization as a whole using relevant performance measures.

4. Critically compare and differentiate business processes in similar or different system designs to identify key business processes for continuous improvement of the system.

5. Design appropriate performance measures for the business processes in different organizations.

6. Understand quality issues in the operation management function.

Course Major Topics:

1. The Operations Function
2. Operations and Supply Chain Strategy
3. Process Selection and design
4. Lean Systems
5. Process-Flow Analysis
6. Quality management, Control and Improvement
7. Capacity and Scheduling
8. Supply Chain Management
9. Forecasting and Facilities and Aggregate Planning
10. Scheduling Operations
11. Project Planning and Scheduling
12. Materials Requirement Planning and ERP

Learning Resources

- **Textbook**

### Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
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#### Common Description:

Common strategies for the marketing of goods and services via the Internet range from public relations and corporate communications to advertising and electronic commerce. Students investigate and evaluate various marketing and communication strategies and tactics for the World Wide Web. Emphasis is placed on critical evaluation skills as well as website planning, development, design, and other factors which contribute to a website’s success.

#### Course Learning Outcomes:

1. Understand the importance of e-marketing;
2. Explain and illustrate the use of search engine marketing, online advertising and online marketing strategies;
3. Explain the role of e-marketing plans as a component of corporate-level plans;
4. Conduct secondary research using various sources to identify and synthesize data into useful management information;
5. Identify Key Performance Indicators for successful e-marketing deployment;
6. Critically analyze planning options and offer constructive and practical alternative solutions;
7. Formulate an integrated and comprehensive e-marketing plan; and e-marketing mix;
8. Communicate effectively about e-marketing in written and oral reports.
Course Major Topics:

1. Internet Marketing
2. The Internet Value Chain
3. Branding and Video Marketing
4. Display Advertising and Other Customer Acquisition Tools.
5. Email Marketing to Build Consumer and Business Relationships.
10. Customer Service and Support in Web Space
11. Measuring and Evaluating Web Marketing Programs

Textbook


Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam 25%
Final Exam 50%
COURSES’ DESCRIPTIONS

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**COURSE DESCRIPTION**

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**Course Description:**

This course provides students with practical accounting procedures with emphasis on job order process costs, standard cost and profit planning including differential costs, internal profit and price policies, and capital budgeting.

**Course learning outcomes:**

1. Define cost concepts and describe cost flows
2. Explain cost behaviour and estimate costs
3. Describe the uses and methods of job order costing
4. Describe the uses and methods of process costing
5. Calculate and analyse variances
6. Explain and use Cost-Volume-Profit analysis
7. Demonstrate the use of decision models and cost analysis under uncertainty
8. Understand the issues involved with transfer pricing in multidivisional companies
Course Major Topics:

1. The Role of Accounting Information in Management Decision Making.
2. The Cost Function.
5. Job Costing.
7. Activity Based Costing and Management.
10. Static and Flexible Budgets.

Learning Resources

- Textbook

Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam 25%
- Final Exam 50%
COURSE DESCRIPTION

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Course Description:

This course addresses the factors that affect international business and business expansion. Discussion topics include demographic, economic, political, natural resource, technology, and cultural characteristics and the role they play in the advancement of multinational enterprises. Challenging business and legal issues in Asia, South and Central America, Europe, the Middle East, and North America including the United States shall be covered in the content presented to students.

Course learning outcomes:

1. Explain the forces driving and evaluate the impact of globalization
2. Analyze the effects of culture, politics and economic systems in the context of international business
3. Discuss the reasons for and methods of governments’ intervention in trade
4. Identify and evaluate the significant trade agreements affecting global commerce
5. Summarize the components of the international financial market
6. Identify the major components of international business management
7. Understand processes of exporting and importing
## Course Major Topics:

1. Introduction
2. National Differences in Political Economy
3. Differences in Culture
4. International Trade Theory
5. The Political Economy of International Trade
6. Foreign Direct Investment
7. Regional Economic Integration
8. The International Monetary System
9. The Strategy of International Business
10. The Organization of International Business
11. Exporting, Importing, and Countertrade
12. Global Production, Outsourcing, Logistics and marketing

## Learning Resources

- **Textbook**
  

- **Reference**
  

## Grading:

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Course Description:

This course explores the transportation and logistics concepts within supply chains. Topics covered will include tools and techniques used in the design and operation of transportation and logistics systems and global issues in transportation and logistics management. In addition, “Quick Response” scenarios used to handle transportation and logistics issues, in the event of natural and non-natural disasters, will be explained.

Course learning outcomes:

1. Develop a framework for analyzing the logistics function of the firm
2. Make decisions related to managing the logistics effort of the firm.
3. Know the component parts of the logistics system and provide the understanding of how to combine these components into an effective system within the supply chain.
4. Provide an appreciation of logistics activities and their relationship to supply chain management, other business functions and enterprises.
5. Gain mastery of the subject of Sustainable Supply Chain Management
6. Demonstrate the use of decision models and cost analysis under uncertainty
7. Understand the issues involved with transfer pricing in multidivisional companies
Course Major Topics:

1. Logistics and the supply chain
2. Putting the end-customer first
3. Value and logistics costs
4. Managing logistics internationally
5. Managing the lead-time frontier
6. Supply chain planning and control
7. The agile supply chain
8. Integrating the supply chain
9. Purchasing and supply relationships
10. Logistics future challenges and opportunities

Learning Resources

- Textbook

Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam 25%
Final Exam 50%
# COURSE DESCRIPTION

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**Course Description:**

This course is a gentle introduction to basic concepts in the design of programming languages. Students are expected to already be familiar with the C programming language. Examples of concepts will be presented using specific languages. At the end of the course students will be familiar with the concepts that are commonly available in widely used programming languages.

**Course learning outcomes:**

1. Understand the principles and components of programming language design, such as control structures, names, types, exceptions, etc.
2. Become familiar with the various schools or paradigms of programming languages, for instance functional languages.
3. Use several programming languages.
4. Learn how to specify syntax and semantics for a language.
5. Develop a rudimentary understanding of programming language implementation, especially insofar as the implementation impacts language design.
Course major topics:

1. Introduction
2. Background and Fundamental Concepts
3. Syntax and Semantics
4. Abstractions in Programs and Information Exchange
5. Implementation Models for Imperative Languages
6. Dynamic Memory Management
7. Type Theory
8. Concurrent Programming Paradigm
9. Functional Programming Paradigm
10. Logic Programming Paradigm
11. Object-Oriented Programming Paradigm
12. Web and Multimedia Programming Paradigms
13. Scripting Languages

Learning resources:

- Textbook

Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
COURSES' DESCRIPTIONS

LEVEL SEVEN
### Course Schedule

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**Course Description:**

The course examines the processes of formulating and implementing strategies, and the critical thinking behind the multifaceted role of organizations in complex business environments. Focuses on strategy issues in and between a range of commercial and public organizations, from entrepreneurial firms to multinational corporations.

**Course learning outcomes:**

1. Understand the basic concepts and terminology used in Strategic Management.
2. Identify opportunities and threats as well as strengths and weakness in the operating environment of hypothetical and real-world organizations.
3. Distinguish between different types and levels of strategy and strategy implementation.
4. Gain insights into the strategy-making processes of different types of organizations.
5. Understand the contribution of various functional areas e.g. production, marketing, purchasing and supply management to the overall well-being of the organization.
6. Understand issues related to strategic competitive advantage in diversified organizations.
### Course Major topics

1. Basic Concepts of Strategic Management
2. Corporate Governance, Social Responsibility and Ethics in Strategic Management
3. Environmental Scanning and Industry Analysis
4. Internal Scanning: Organizational Analysis
6. Strategy Formulation: Corporate Strategy
7. Strategy Formulation: Functional Strategy and Strategic Choice
   - Strategy Implementation: Organizing for Action
8. Strategy Implementation: Staffing and Directing
9. Evaluation and Control

### Learning Resources

- **Textbook**
  

### Grading:

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### Course Description:

This course presents introductions to many of the basic concepts, issues and techniques related to designing, developing and deploying websites. During the course, students will learn about Web design, HTML, XHTML, basic JavaScript, Dynamic HTML, and Cascading Style Sheets (CSS). Students will learn how to create sites both manually and through the use of website development software. Note: This is a technology course in a technology program, and it requires the purchase of software that may be used in subsequent courses as well as being suitable for commercial work beyond completion of degree studies.

### Course learning outcomes:

1. Identify most HTML tags and CSS properties and use a text editor to construct the basic HTML and CSS structure for a webpage;
2. Use a FTP client to upload your webpages;
3. Develop webpages that present information, graphics and hypertext links to other webpages in a cohesive manner, and build up with peers a website using CSS structure, while demonstrating awareness of usability and other web design issues;
4. Be aware of a range of real-world web design approaches and critically evaluate these approaches;
5. Examine and evaluate the effectiveness of a web design in respect to its context.
## Course Major topics

1. Where Do I Start? And How the Web Works?
2. Some Big Concepts You Need to Know
3. Creating a Simple Page (HTML Overview)
4. Marking Up Text, Adding Links and Adding Images
5. Basic Table Markup and Forms
6. What’s Up, HTML5?
7. CSS Orientation
8. Formatting Text, Colors and Backgrounds
9. Page Layout with CSS
10. CSS Techniques
11. Introduction to JavaScript
12. Using JavaScript
13. Web Graphics Basics

## Textbook


## Grading:

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### Course Description:

The aims of this course is to introduce students to Database systems. After the presentation of the conceptual frame of database systems, the course will focuses on the design and development of business database applications. Content includes concepts, data modelling, SQL, normalization theory, logical and physical database design, database inquiry using query languages, database implementation using modern database management systems and networking technologies. Students are required to construct and develop a business database using current technology and graphic user interface design packages.

### Course learning outcomes:

1. Describe fundamental data and database concepts
2. Explain the role of database systems in the business environment
3. Explain the concepts and processes involved in database development.
4. Develop a data model for a business application
5. Design a database for a business application
6. Create a database application to store and retrieve data.
7. Use Structured Query Language to perform queries and to perform relational operations
Course Major Topics:

1. Introduction: Database systems
2. Relational Model
3. Introduction to SQL
4. Intermediate SQL
5. Advanced SQL
6. Formal Relational Query Languages
7. Database Design and the E-R Model
8. Relational Database Design
9. Application Design and Development
10. Storage and File Structure
11. Indexing and Hashing
12. Query Processing
13. Query Optimization

Learning Resources

- Textbook

- References
Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam: 25%
Final Exam: 50%
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**Course Description:**

The emergence of global digital networks and digital technologies that have the ability to store, access, and deliver mass amounts of information brings with it an overwhelming number of legal issues that people working in that realm in the 21st century will need to understand. The course addresses important upcoming issues of law directed at the responsibility and enforcement in the information society in which we live. The course will explore specific problems in applying law e-Commerce in areas such as intellectual property, privacy, content control, and the bounds of jurisdiction, electronic signature...

**Course learning outcomes:**

1. Analytically describe and explain the basic principles of the law dealing with electronic agreements, digital signatures, right to privacy, consumer rights, intellectual property rights and criminal aspects relating to E-Commerce in order to promote a general culture of innovation and discovery.
2. Understand the key features of e-Commerce legislation and policy
3. Define the legal or other mechanisms which might be used to regulate and tax transactions conducted electronically and to resolve disputes
4. Understand the main forms of computer related conduct which may come to the attention of the criminal law and the means to adduce evidence against the perpetrators.
### Course Major topics

1. The law of electronic commerce  
2. The rule of cyberspace  
3. Electronic commerce and the law of contract  
4. Shrinkwrap, Clickwrap and Browsewrap contracts  
5. Electronic signatures  
6. Copyright issues in electronic commerce  
7. Electronic commerce – trademarks, patents and circuit layouts  
8. Domain names and related disputes  
9. Uniform domain name dispute resolution policies  
10. Jurisdiction and Defamation in cyberspace  
11. Privacy and data protection in cyberspace  
12. Electronic mail and online presence  
13. Cybercrime  
14. Evidence of electronic records

### Textbook


### Additional Material:


### Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%  
- Midterm exam: 25%  
- Final Exam: 50%
COURSES' DESCRIPTIONS

LEVEL EIGHT
## Program of: Bachelor of Science in E-Commerce

### College of Administrative and Financial Sciences

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COURSE DESCRIPTION

College of Administrative and Financial Sciences

Course Code: IT402

Course Name: Integrated Enterprise Systems

Contact Hours: 3

Credit Hours: 3

Language: ☑ English

Track: ☑ College Req. ★ Dep. Req. ☐ Concentration

Level: Level 8

Prerequisite: MIS201

Course Description:

This course examines the cross-functional, integrated computer-based information systems, commonly referred to as Enterprise Resource Planning (ERP) systems, designed to support an organization’s information needs. In addition to that, management systems, common business processes, re-engineering/change management, and enterprise reference models will be introduced with a holistic perspective. It considers issues associated with the analysis, design, implementation and configuration of such enterprise systems.

Course learning outcomes:

1. Describe key issues related to enterprise systems and system integration
2. Identify principal enterprise systems architectures and implementation strategies
3. Select appropriate software and vendors
4. Identify key issues related to project management
5. Describe key issues related to Supply Chain Management and Customer Relationship Management
Course major topics:

1. Introduction to Business Processes
2. Introduction to Enterprise Systems
3. Introduction to Accounting
4. The Procurement Process
5. The Fulfilment Process
6. The Production Process
7. Inventory and Warehouse Management Processes
8. The Material Planning Process
9. Process Integration

Learning resources:

- Textbook

Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam: 25%
Final Exam: 50%
## COURSE DESCRIPTION

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### Course Description:

This course exposes students to contemporary management thinking, methods, and strategies necessary to effectively build and manage e-business systems. Based on the strategic management methodology, students will apprehend the process of formulating and implementing strategies in an e-Business environment. In addition, the course introduces students to the process of translating business strategies to an operational business model. Students will learn how company generates sales and achieves profitability and the development of an innovative business model helps entrepreneurs create a sustainable competitive advantage.

### Course learning outcomes:

1. Understand the main variable of the e-Business environment.
2. Apply strategic management principles to e-Business
3. Develop strategic plan for e-business initiatives
4. Evaluate the suitability of various strategies used in e-business.
5. Define the concepts of business model
6. Prepare the canvas of a business model
7. Describe the challenges and business opportunities of mobile commerce and social networks
8. Describe the process of implementing strategies through Business models
Course Major Topics

1. Overview of the e-business strategy framework
2. External and external analysis
3. Strategy options in e-business markets and Sustaining a competitive advantage over time
4. Creating and capturing value through e-business strategies: the value-process framework
5. Choosing the appropriate e-business strategy
6. Moving from wired e-commerce to mobile e-commerce
8. The Business Model Canvas, a tool for describing, and designing business models
9. Business Model Patterns, based on concepts from leading business thinkers
10. Techniques to help you design business models
11. Re-interpreting strategy through the business model lens
12. A generic process to help you design innovative business models, tying together all the concepts, techniques, and tools in Business Model

Learning resources

- Textbooks

- References
<table>
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<tr>
<td>board discussion):</td>
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<td>Final Exam</td>
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**COURSE DESCRIPTION**

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<th>College</th>
<th>College Of Administrative &amp; Financial Sciences</th>
<th>Department</th>
<th>E-Commerce</th>
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<tbody>
<tr>
<td>Course Name</td>
<td>E-Supply Chain Management</td>
<td><strong>Course Code:</strong></td>
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<td>Credit Hours</td>
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<tr>
<td>Level</td>
<td>Level 8</td>
<td><strong>Prerequisite:</strong></td>
<td>MGT211</td>
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</table>

**Course Description:**

The topical areas of e-supply chain management include supply chain management (SCM), information and communication technologies (ICT) and e-commerce. This course explores the impact of ICT and e-Commerce on supply chain management. As e-supply chain management is concerned largely with the management of Internet enabled collaborative channel partnerships, the course examines challenges and issues in inter-organizational collaboration and partnership from both technology and people management perspectives.

**Course learning outcomes:**

1. Describe the essential elements of supply chain management and how it works
2. Understand the application of IT in supply chain management
3. Evaluate the performance of an electronic supply chain
4. Develop an understanding of the importance of material management and information technology in the formulation of a firm’s business strategy
5. Understand and apply the concept of cloud computing
6. Understand the ERP system and its applications to Supply chain management
## Course Major topics

1. Introduction to E-Logistics and E-Supply Chain Management
2. E-Supply Chain Collaboration and Integration
3. Web Applications for the Outsourcing of Logistics Services
4. Measuring the Impact of Tools on the Leanness of E-Procurement Processes
5. A Hybrid E-Auction/Negotiation Model as a Tool for 4PL to Improve the Transport Provider Selection Process
6. The Use of Cloud Computing in Shipping Logistics
7. A Web Application for Supply Chain Traceability
8. E-Enterprise
9. Monitoring and Warning Mechanisms of Supply Coordination in Assembly System under Delivery Uncertainty
10. The Strategic Contribution of ERP Systems to the Formulation of Non-Financial Key Performance Measures (KPIs) in Logistics Activities
11. The Use of RFID Technologies for E-Enabling Logistics Supply Chains
12. Cloud Computing in Supply Chain Management
13. ERP Implementation Service Supply Chain

## Textbook


## Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
# COURSE DESCRIPTION

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<td>Complete 90 Credit Hours</td>
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## Course Description:

This course provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. This Internship is an ongoing seminar between the student, the faculty member and the employment supervisor. It involves an Internship Application and Learning Agreement, periodic meetings with the faculty representative, professional experience at a level equivalent to other senior-level courses and submission of material as established in the Internship Application and Learning Agreement. Participation cannot be guaranteed for all applicants.

## Course learning outcomes:

1. Articulate and apply principles learned in and outside of the classroom.
2. Complete assignments that encourage in-depth reflection of the internship experience.
3. Gain self-understanding, self-confidence, and interpersonal skills.
4. Develop work competencies for a specific profession or occupation.
**Course Major Topics**

- **Textbook**

  No textbook needed for this course

**Grading:**

- 40 % for internship activities (assigned by the on-training supervisor)
- 30 % for the apprehension and the assiduity of the student (assigned by the academic supervisor)
- 30 % for the substance and the style of the training report (assigned by the department)
COURSES' DESCRIPTIONS

CONCENTRATIONS
## E-COMMERCE CONCENTRATION:

<table>
<thead>
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<td>e-Portals Development</td>
<td>3</td>
<td>E-COM401</td>
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<td>E-COM 322</td>
<td>Social Media Marketing</td>
<td>3</td>
<td>E-COM 301</td>
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<td>E-COM425</td>
<td>Virtual Organization Management</td>
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<td><strong>Level</strong></td>
<td>Levels 6, 7, 8</td>
<td><strong>Prerequisite</strong></td>
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### Course Description:
This is an advanced course of E-Commerce curriculum. This course focuses on the design and development of Web-based information sharing systems - portals. Pertinent concepts of E-Commerce, database integration and Internet programming will be implemented. Issues and strategies involved in developing successful portals are also discussed.

### Course learning outcomes:
1. Understand the use of portals in marketing.
2. Conceive and develop portals for companies
3. Understand the main elements of portals development
4. Evaluate the effectiveness of portals

### Course Major Topics
1. Introducing Web Portals and Dropthings.
2. Architecting the Web Portal and Widgets
3. Building the Web Layer Using ASP.NET AJAX
5. Building Client-Side Widgets
6. Optimizing ASP.NET AJAX
7. Creating Asynchronous, Transactional, Cache-Friendly Web Services
8. Improving Server-Side Performance and Scalability
9. Improving Client-Side Performance
10. Solving Common Deployment, Hosting, and Production Challenges

- **Textbook**

**Grading:**

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COURSE DESCRIPTION

Course Name: Social Media Marketing  
Course Code: E-COM322  
Contact Hours: 3
Credit Hours: 3

Language:  ☑ English  
Track:  ☑ College Req.  
Level:  Level 6, 7, 8  
Prerequisite:  E-COM202

Course Description:

This course gives a foundation to the practical business applications of social media in a marketing world. Through Facebook, LinkedIn, blogs, YouTube, Pinterest and other platforms, students discover that social media is for more than just making friends and that there are now only a few degrees of separation globally. Students learn that social media is about marketing at the right time, place and with the right message for existing as well as prospective customers with both legal and ethical behaviors.

Course learning outcomes:

1. Describe the challenges in social media, including how businesses listen, respond and energize their customers.
2. Evaluate various platforms of social media and its benefits, including, but not limited to: Facebook, LinkedIn, YouTube, blogs and Twitter.
3. Analyze the effectiveness of integrating social media marketing with offline marketing for business, governmental, and not-for-profit entities.
4. Compile marketing challenges and opportunities in the global social media environment.
5. Evaluate social media strategies in relation to current legal and ethical standards of practice.
6. Demonstrate a clear understanding of social media concepts in writing and orally using proper business communications techniques.
Course major topics:

2. Identifying Target Audiences.
4. Publishing Blogs.
5. Publishing Podcasts & Webinars.
7. Sharing Videos, Sharing Photos and Images.
8. Social Networks.
10. Discussion Boards, Social News Sites, and Q&A Sites.
11. Mobile computing & location marketing.
12. Social Media Monitoring Tools and marketing Plan.

Learning resources:

- **Textbook**

Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%

Midterm exam 25%

Final Exam 50%
## COURSE DESCRIPTION

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<td>MGT101</td>
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</table>

### Course Description:

This course focuses upon the problems and challenges of managing organizations in a virtual or distributed environment. Virtual organizations are a new model of companies produced by the development of ICT and its uses in the business. The student will examine the model of virtual enterprise and its sources of competitive advantage techniques for evaluating opportunities. In this context, the student will also investigate the ways in which virtual organizations differ from conventional organizations and how to create strategic resources and deal with markets.

### Course learning outcomes:

1. Understand the concept of virtual organization.
2. Analyze the risks and opportunities associated with operating a virtual organization.
3. Identify and describe the ways in which virtual technologies enable communications in the global workplace.
4. Analyze viable plans to manage organizational resources to respond to changes in technology.
5. Define and describe virtual organizations and evaluate its impact on traditional business strategies, processes, and functions.
6. Analyze examples of organizations that successfully applied e-business principles in support of business goals and strategies.
7. Examine the impact of legal, regulatory, and ethics issues on the virtual organization.
Course major topics:

1. Business requirements and background
2. A review on virtual enterprise models
3. BM virtual enterprise as an agile/virtual enterprise model
4. Requirements for agile/virtual enterprise integration
5. The proposal of a market of resources
6. Information and communication technologies: current developments
7. Traditional technologies to support agile/virtual enterprise integration
8. The organization model for a market of resources
9. Development of the market of resources
10. Performance analysis

Textbook


Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam: 25%
Final Exam: 50%
## Accounting Concentration:

<table>
<thead>
<tr>
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<th>Course Name</th>
<th>Credit Hours</th>
<th>Prerequisites</th>
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<tr>
<td>ACCT201</td>
<td>Financial Accounting</td>
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<td>ACCT101</td>
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<tr>
<td>ACCT422</td>
<td>Tax and zakat Accounting</td>
<td>3</td>
<td>ACCT201</td>
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<tr>
<td>ACCT402</td>
<td>Introduction to Accounting Information Systems</td>
<td>3</td>
<td>ACCT101+ MIS201</td>
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Program of: Bachelor of Science in E-Commerce

September 2014
COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>College</th>
<th>College of Administrative &amp; Financial Sciences</th>
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<td>Level</td>
<td>Levels 6,7,8</td>
<td>Prerequisite</td>
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</table>

Course Description:

Financial accounting is the basic means of recording and reporting financial information in a business. After reviewing how accounting functions as an information development and communication system that supports economic decision making and provides value to entities and society, students will discover the uses and limitations of financial statements and related information and apply analytical tools in making both business and financial decisions. Topics examined include those related to corporate financial position, operating results, cash flows, and financial strength. Students will study the basic accounting system and will be shown how the various accounting alternatives for recording financial transactions impact on the usefulness of the information provided for decision-making. During coverage of relevant topics reference will be made to recent lapses in ethical reporting and the resulting impact on the financial markets and society.

Course learning outcomes:

1. Understand the elements, uses, and limitations of each financial statement and the relationships among the statements
2. Develop an understanding of the framework of accounting and the concepts, principles, and
procedures that govern how the financial statements are prepared.

3. Identify the basic principles used in safeguarding assets and insuring the accuracy of accounting records

4. Understand the difference between accrual and cash basis accounting

5. Utilize a spreadsheet program within a business or economic decision making context

6. Develop an awareness of the technical accounting literature

7. Appreciate the role accounting software applications play in gathering, recording, reporting and interpreting financial accounting information

Course Major Topics:

1. Course introduction

2. Financial Accounting and Accounting Standards


4. The Accounting Information Systems

5. Income Statement and Related Information


7. Cash and Receivables

8. Valuation of Inventories: A Cost-Basis Approach

9. Inventories: Additional Valuation Issues

10. Acquisition and Disposition of Property, Plant, and Equipment

11. Depreciation, Impairments, and Depletion

12. Intangible Assets.


14. Non-Current Liabilities

- Textbook

References


Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam 25%
Final Exam 50%
# COURSE DESCRIPTION

<table>
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<td>Course Name</td>
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<td>Level</td>
<td>Levels 6,7,8</td>
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</table>

**Course Description:**

This Course introduces the theoretical foundations and applications of accounting in tax systems and Zakat system. Particular emphasis is placed upon the measurement of taxable income and funds subject to Zakat and the preparation of Tax and Zakat reports. Saudi Taxes Law is presented in a way to assist students understand factors affecting doing Business environment in Saudi Arabia. Moreover, Tax inspections skills and techniques are presented in addition to Accounting for Zakat within different legal entities and enterprises.

**Course learning outcomes:**

- Understanding the concept and idea behind Zakat and its rules
- Define funds zakatable
- Calculate zakat and proceed to its accounting
- Understand the taxes system in Saudi Arabia
- Define activities taxable and calculate taxes in charge of the company
- Proceed to the taxes accounting

**Course Major Topics**

1. Introduction to taxes system in Saudi Arabia
2. Persons Subject to Income Tax
3. Taxable Activity and Tax Exempt Incomes
4. Accounting for Loan Charges
5. Deductions and Losses
6. Employee Expenses and Deferred Compensation
7. Accounting Periods and Methods
8. Basic concept of zakat
9. Accountancy rules and equations for alms on money
10. Executive measures for calculating alms for individuals and companies
11. Schedule of assets and defining the extent of the due alms and how to assess them
12. Schedule of liabilities (deductions) and whether it is permissable to deduce them from alms assets
13. Accountancy forms to assess and calculate alms on money and different activities

**Learning Resources**

- **Textbook(S)**


Saudi taxes guide

Income Tax Law in the Kingdom of Saudi Arabia Royal Decree No. (M/1)15 Muharam 1425 H/6 March 2004.

**Grading:**

Course works (assignments, quizzes, projects, case studies, board discussion): 25%

Midterm exam 25%

Final Exam 50%
# COURSE DESCRIPTION

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## Course Description:

This course creates a framework for accounting information systems by combining knowledge about business as it relates to information systems, information technology, and accounting. Students will examine the REA enterprise ontology as it relates to databases which can be used to store and retrieve information for decision-making within an organization. Students learn that in the competitive organizations of today, and tomorrow, accountants cannot simply prepare and report information; they must take a more active role in understanding and creating systems and processes that impact the organization’s bottom line.

## Course learning outcomes:

1. Converse easily about the people, hardware, software, network, and data components of an organization's accounting information systems,
2. Study and make recommendations about ways to improve internal controls for various accounting subsystems in an organization,
3. Understand the documentation cycle of different activities in the company
4. Understand the unique internal control challenges presented by computerized accounting systems
5. Prepare and interpret data flow diagrams and document flowcharts.
Course Major topics

2. Systems Documentation Techniques
3. Relational Databases
4. Computer Fraud and Abuse Techniques
5. Control and Accounting Information Systems
6. Information Systems Controls for System Reliability
7. Auditing Computer-Based Information Systems
8. The Revenue Cycle: Sales to Cash Collections
9. The Expenditure Cycle: Purchasing to Cash Disbursements
10. The Production Cycle
11. The Human Resources Management and Payroll Cycle
12. General Ledger and Reporting System
13. The REA Data Model

Learning Resources

- Textbook

Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
## Finance Concentration:

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**Course Description:**

This course is a completion of the principles of finance. It examines important issues in corporate finance from the perspective of financial managers. The course focuses on the concept of net present value used to analyse how investment and financing decisions interact to affect the value of the firm. The course covers also capital budgeting, under uncertainty, leasing and leveraged buyouts, treatment of dividend policy and capital market efficiency, as they relate to the value-maximization objective of the firm.

While the course is not designed to dwell on abstraction, the basic theoretical underpinnings of the various topics are a prerequisite to competent analysis and intellectual discussion. The course emphasizes the development of problem-solving skills based on a good understanding of the business environment as opposed to pure theorizing or mindless numbers exercises.

**Course learning outcomes:**

1. Understand the basic concepts of corporate finance
2. Understand capital budgeting and learn how to deal with decision making under risk. The role of risk in financial decisions
3. Learn about the importance of the financing decision and optimum capital structure
4. Forecast and evaluate corporate cash flows;
5. Estimate the cost of capital
6. Describe the different ways the firm distributes cash to shareholders, their motivation and effects on shareholder's wealth and understand how firms establish dividend payout policies.

7. Understand the major features public and private debt as well as the covenants and repayment provisions of debt.

Course Major Topics:

1. Course Introduction Week
2. Introduction to Corporate Financing
3. How Corporations Raise Venture Capital and Issue Securities
4. Debt Policy
5. Payout Policy
6. Long-Term Financial Planning
7. Short-Term Financial Planning
8. The Weighted-Average Cost of Capital and Company Valuation
9. Mergers, Acquisitions, and Corporate Control
10. Options
11. Risk Management
12. International Financial Management
13. What We Do and Do Not Know about Finance

Learning Resources

- Textbook

Grading:

Course works (assignments, quizzes, projects, case studies, board discussion): 25%
Midterm exam 25%
Final Exam 50%
### COURSE DESCRIPTION

<table>
<thead>
<tr>
<th>College</th>
<th>College of Administrative &amp; Financial Sciences</th>
<th>Department</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Name</td>
<td>Financial Institutions and Markets</td>
<td>Course Code:</td>
<td>FIN402</td>
</tr>
<tr>
<td>Credit Hours</td>
<td>3 credit Hours</td>
<td>Contact Hours</td>
<td>3</td>
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<tr>
<td>Language</td>
<td>☑ Arabic</td>
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<tr>
<td>Track</td>
<td>☑ College Req.</td>
<td>☑ Dep. Req.</td>
<td>● Concentration</td>
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<tr>
<td>Level</td>
<td>Levels 6,7,8</td>
<td>Prerequisite</td>
<td>FIN101</td>
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#### Course Description:

This course provides an overview of the financial system. The roles of financial intermediaries, financial markets, financial institutions, and central banks are discussed in the context of global economy. In addition, Student will study the structure of financial markets and examine the international financial system, discussion the completion issues among the financial industry.

#### Course learning outcomes:

1. Examine the role of the financial system in the economy.
2. Demonstrate an awareness of the variety of financial instruments.
3. Demonstrate the connection between interest rates and asset prices.
4. Compare and contrast the role of and function of organised financial markets and financial intermediaries.
5. Discuss implications of the efficient market hypothesis for the allocation of funds.
6. Examine the rationale for financial intermediation.
7. Discuss the reasons for diversification in the financial institutions industry.
Course Major topics

1. Overview of the Financial System
2. What Do Interest Rates Mean and What Is Their Role in Valuation? And 4. Why Do Interest Rates Change?
3. How Do Risk and Term Structure Affect Interest Rates?
4. Are Financial Markets Efficient?
5. Why Do Financial Institutions Exist?
6. Why Do Financial Crises Occur and Why Are They So Damaging to the Economy?
7. Central Banks and their roles
9. The Money Markets
10. The Bond and Stock Markets
11. The Mortgage and Foreign Exchange Markets
12. The International Financial System
13. Banking Industry: Structure and Competition

Learning Resources

- **Textbook**
  

Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
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<tbody>
<tr>
<td>Course Name</td>
<td>Banks Management</td>
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<td>FIN401</td>
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<tr>
<td>Credit Hours</td>
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<td>Levels 6,7,8</td>
<td>Prerequisite</td>
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### Course Description:

The aim of this course is to provide a good grasp of both the basics (the structure and environment of banking) and selected aspects of the applied economics of the modern banking firm. It aims to develop a deeper understanding of best management practices in the modern banking lines, and to enable students to envisage change and change management in the banking sector. The course highlight topics such as financial institution performance evaluation, risk management, portfolios and liquidity sources of funds.

### Course learning outcomes:

1. Understand the banking and financial services;
2. Explain financial institutions financial statements and performance
3. Understand sources of financing financial institutions and choose the appropriate alternative
4. Be familiar with risk management techniques to deal with the various risks banks and other financial institutions face.
5. Define criteria of making sound decisions about loans to businesses and consumers
Course Major topics

1. Introduction to Financial-Services Sector and the Impact of Government Policy and Regulation on the Financial-Services Industry
2. The Organization and Structure of Banking and the Financial-Services Industry
3. Establishing New Banks, Branches, ATMs, Telephone Services, and Web Sites
5. Tools for Managing and Hedging Against Risk
6. The Investment Function in Financial Services Management
7. Liquidity and Reserves Management: Strategies and Policies
8. Managing and Pricing Deposit Services and Nondeposit Liabilities
9. Investment Banking, Insurance, and Other Sources of Fee Income
10. The Management of Capital
11. Lending Policies and Procedures: Managing Credit Risk
12. Lending to Business Firms and Pricing Business Loans
13. Consumer Loans, Credit Cards, and Real Estate Lending

Learning Resources

- Textbook

Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): 25%
- Midterm exam: 25%
- Final Exam: 50%
## BUSINESS ADMINISTRATION CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MGT312</td>
<td>Decision Making and Problems Solving</td>
<td>3</td>
<td>MGT101</td>
</tr>
<tr>
<td>MGT323</td>
<td>Project Management</td>
<td>3</td>
<td>MGT311</td>
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<tr>
<td>MGT402</td>
<td>Entrepreneurship and small business</td>
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**Total** 9
### COURSE DESCRIPTION

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<td>Levels 6, 7, 8</td>
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**Course Description:**

This course focuses on the development of individual and team decision-making and problem-solving skills. Real world domestic and global issues will be analyzed, diagnosed, and evaluated through the application of a variety of quantitative and qualitative tools and techniques used to arrive at effective decisions and solutions.

**Course learning outcomes:**

1. Understand decision making process
2. Discuss various conceptions of problem solving.
3. Explore cognitive psychology and biology as it pertains to problem solving and decision making.
4. Analyze different perspectives on understanding problems.
5. Explore different problem solving and decision making approaches.
6. Analyze aspects of creativity as they pertain to problem solving and decision making.

**Course Major Topics:**

1. Problem Solving: Understanding, Analyzing and Working with Problem Stakeholders
2. Problem Solving: Effective Statements, Causes, Risks and Traps
3. Process of problem solving: Gathering and Analyzing, Developing Alternatives and
Evaluating Options
4. Problems’ solutions: Implementing, monitoring, and ethical issues
5. Critical thinking: Understanding, and using credible arguments
7. Group Decision Making: Understanding and using Divergent Thinking
9. Group problem solving and Building Sustainable Agreements
10. Avoiding Common Group Traps and: Working with Large Groups
12. Working with Formulas and Functions and Weighing Factors
13. Creating Decision Trees and Using Graphics to Display Data -

Learning Resources

- Textbook

Grading:

  Course works (assignments, quizzes, projects, case studies, board discussion): 25%
  Midterm exam 25%
  Final Exam 50%
# Course Description

**Course Name:** Project Management  
**Course Code:** MGT323  
**Credit Hours:** 3 credit Hours  
**Contact Hours:** 3  
**Language:** ☑ English  
**Track:** □ College Req.  
**Level:** Levels 6,7,8  
**Dep. Req.** □ Concentration  
**Prerequisite:** MGT311

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## Course Description:

This course surveys the theory and practice of project management in the context of technical and human resource constraints. Students learn to apply the knowledge, skills, tools and techniques for project activities necessary to meet project requirements. Software is used for the development and execution of project plans. Taking a systematic approach, the course follows the main process areas in a project's life cycle, including approaches prescribed by PMI's Project Management Body of Knowledge.

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## Course Learning Outcomes:

1. Define project management.
2. Describe how to begin a project.
3. Describe the project planning process.
4. Define project budgeting.
5. Define project scheduling.
6. Define project execution.
7. Describe monitoring and controlling the project.

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## Course Major Topics:

1. Project management: concepts and definitions
2. Organizational structures
3. Organizing and staffing the project office and team
4. Planning
5. Network scheduling techniques
6. Project graphics
7. Pricing and estimating
8. Cost control
9. Contract management
10. Trade-off analysis in a project environment
11. Modern developments project management

### Learning Resources

- **Textbook**

### Grading:

- Course works (assignments, quizzes, projects, case studies, board discussion): **25%**
- Midterm exam **25%**
- Final Exam **50%**
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<tr>
<td>Course Name</td>
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<td>Course Code:</td>
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**Course Description:**

This course helps students develop skills necessary to start and operate a business. Students will develop an awareness of the opportunities for business ownership and develop the planning skills needed to start and grow a business. Students will explore the traits and characteristics of successful entrepreneurs and develop necessary skills in research, planning, operations, and regulations affecting business. The capstone event for this course is the development and presentation of a formal business plan suitable for submission to potential backers.

**Course learning outcomes:**

1. Explain the role of an entrepreneur in today’s business world.
2. Explain the place of small business in history and explore the strengths and weaknesses of small business.
3. Examine the meaning of ethics and the meaning of social responsibility as they relate to small business.
4. Explain the need for planning by the entrepreneur and why there is such a scarcity of formal planning in small businesses.
5. Examine the means in which an entrepreneur prepares thoughtful and productive business plans.
6. Study the various guidelines used by successful entrepreneurs in gathering facts and opinions such as: making a commitment to go into business, analyzing oneself, choosing a product, researching markets, organizational, legal, accounting, insurance, computer, and financial plans

Course Major topics

1. Entrepreneurs: The Driving Force Behind Small Business
2. Creativity and Innovation: Keys to Entrepreneurial Success
3. Choosing a Form of Ownership
4. Franchising and the Entrepreneur
5. Buying an Existing Business
7. Building a Bootstrap Marketing Plan
8. Creative Use of Advertising and Promotion, Pricing and Credit Strategies
9. E-Commerce and Entrepreneurship
10. Creating a Solid Financial Plan and Managing Cash Flow
11. Sources of Equity and Debt Financing
12. Legal and ethical Aspects of Small Business: Succession, Ethics, and Government Regulation
13. Management Succession and Risk Management Strategies in the Family Business

Learning Resources

- Textbook
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