

وصف مساقات برنامج إدارة الأعمال E

Principles of Management

This course introduces students to the roles and functions of managers. The content includes an introduction to organizations, nature of management, examines the evolution of management theory, organizational environments, and corporate social responsibility and ethics. this course also includes a detailed investigation of the four functions of management: planning and decision making, organizing, leading and motivating, and controlling.

Management information systems

This course provides an introduction to management information systems and the importance of systems in achieving organizational goals. It covers main topics about how to develop and maintain information systems to gain competitive advantage, to solve business problems, and to improve decision making.

Principles Of Marketing

This course examines the business function of Marketing. Students learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, promotion, supply chain management and service marketing. Marketing metrics will be used throughout the course to assess the impact of marketing strategies.

Marketing Management

Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. We will cover topics such as marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, Internet marketing.

International Management

This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It provides an overview of the importance of international business and trade in the global economy and explores the factors that influence success in international markets. This course Students will learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively. The broad content themes include regionalization, globalization and the multinational enterprise; theory of trade and investment; conducting business in different political, economic and socio-cultural systems; the impact of economic development and social change; the role of international law and international organizations and institutions; and the challenges of international security.

Introduction to Business Administration

The course aims to enrich students concepts With more specialized concepts in management, identifying organizations and their types, the functions of the organization, such as :Marketing, production, financial management, human resources, public relations, decision-making levels and it discuss some contemporary challenges facing management and organizations.

Human resource management

This is an introduction to various functions within the human resource management field. Course looks at staffing, employee relations, compensation and benefits, diversity, labor relations, organizational development, interpersonal communication, and training.

Quality Management

This course examines concepts, tools and techniques used in the management and measurement of quality, productivity, and competitiveness in an international environment. It focuses on how firms add value and compete with quality. Topics include Quality Control and Management, Employee Involvement in quality, Team Building for Quality, Quality Circles, Relation between Quality, Productivity, and Competitiveness, and Statistical Process Control.

Principles of Microeconomic

The course provides an introduction to a core area of economics known as microeconomics. It considers the operation of a market economy and the problem of how best to allocate society's scarce resources. The course considers the way in which various decision making units in the economy (individuals and firms) make their consumption and production decisions and how these decisions are coordinated. It considers the laws of supply and demand, and introduces the theory of the firm, and its components, production and cost theories and models of market structure. The various causes of market failure are assessed, and consideration is given to public policies designed to correct this market failure.

Principles of Macroeconomic

Macroeconomics concentrates on the basic economic principles relevant to the resource utilization problems of the economy as a whole. Theories and policies that relate to the economy's total level of output, total income, total level of unemployment, total expenditure, and the general level of prices are treated at an introductory level.

Organizational behavior course

The course explores in depth human behavior in organizations. Particular emphasis is placed on the role of leaders in organizations .Variability in behaviors For example, individual differences, groups, leadership, organizational factors and national culture will be discussed using various theoretical approaches.

Business English “1” course

This course designed to prepare students to use English in a present or future work situation. Students will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world related to management and organizations ,managerial functions and other managerial fields .

Business English "2" course:

This is a complementary course for business English (1), it aims to enrich students' knowledge in English managerial terms. Students will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world related to contemporary topics in management .

E-commerce course

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. It explore how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and ethical challenges of electronic commerce.

Innovation and creativity course

This course represents an introduction to the theory and practice of innovation and creativity. it seeks to introduce students to the concept of innovation, types, various factors and methods of managing it, and how to stimulate creative thinking in intellectually diverse activities. The course also help to assess and then adapt to the physical and psychological environment to stimulate creative thinking. It deals with various techniques and methods of innovation and creativity. It also addresses the mechanisms, models and theories of innovation and creativity, creative economic models, and modern methods of work, In order to face complex economic challenges.

Public Administration

This course introduces the basic ideas and theories of public administration, and how public policy is implemented in government, nonprofit and public institution. It gives details about bureaucracy, its models and its features. How can we reform the public sector, what tools does the government use in order to reach its goals and how does the decision-making process takes in the public sector. The course discusses basic concepts like public vs. private organizations, central and local public administration (organization and functioning), governmental reform, and public policy, the problems of public sector ethics, corruption, its causes and consequences and the most common alternatives for fighting against it.

Strategic Management

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It enhances students' skills in creating competitive advantages to businesses. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course includes, concepts of strategic management, SWOT analysis, Strategy formulation, Strategy implementation, strategy evaluation processes, type of strategies, cross-cultural management and reengineering. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition.

Organizational theory course

This course introduces the macro theories of organization. It focuses on the organization as a whole and its relationship with the environment. Special topics include organizational effectiveness, technology, structure, processes, management, power, politics, and culture. Both theoretical underpinnings and practical applications are equally emphasized in this course.

Business Entrepreneurship

This course provides an introduction to the theory and practice of how entrepreneurship has become an important approach of strengthening the economic development. It provides students with the skills necessary to organize, develop, construct and manage special projects including creativity and innovation skills. And preparing economic feasibility study. In addition, the course discusses and analyses entrepreneurial opportunities, and what is the complex forces and interactions that produce entrepreneurial activity.

Logistics and Inventory Management:

This course offers a variety of important topics in management concerning managing inventory, inventory rotation rates, planning logistics network and transportation costs, in addition to many other topics related to demand anticipation and its impact on inventory management to achieve the best possible profit for the organization.

Investment & Financial Market Management:

This course is concerned with most of the topics related to the financial markets and investment management, that includes the stock market mechanics, investment options, stock prices and trading. Additionally, it covers the principles of financial markets besides other relevant subjects such as financial long-term and short-term assets, interest rates, exchange rates and valuating future financial investments.

Principles of Managerial Finance:

This course serves as an introductory material for the advanced course of Managerial Finance. Therefore, in this course, students will learn about the history and evolution of managerial finance and its importance in the corporation. Additionally, students will be prepared to handle financial statements and basic ratio analysis besides other relevant topics such as financial assets management,

operating capital management. Also, students will be supplemented with necessary scientific knowledge regarding the stock market and financial resources management.

Managerial Finance:

This course aims to grant students a diverse knowledge regarding different topics related to finance in general; that covers subjects such as stock and bonds valuation, time value of money, ratio analysis of financial statements, budget planning and cash flows management.

Professional Ethics in management:

This course purpose is to provide students with general background regarding the ethical codes and standards within a professional work environment. Also, the course will provide the students with knowledge regarding what to do and how to behave in relevant experiences where in the person's ethics and principles are being tested and what is the best possible solution in these experiences or situations.

Field training:

The field training is considered one of the most important activities that needs to be achieved by students throughout their studying period. The course objective is to guide students to actually practice the theory learned in the university so they can have real work experience that would qualify them to meet the jobs' market requirements.

The Accounting Principles (1)

What is accounting science and art, the start of accounting and its functions and the development in its definition, the difference between accounting and bookkeeping, the relationship of accounting with other sciences, the principles and rules that govern the performance of accountants? Balance equation, double entry rule,

Journalize the economic transactions in a Journal, posting to the general ledger and balancing, preparing trial balance before adjustments, making the four adjustments, preparing trial balance after Adjusting. Preparing the Income Statement and the balance sheet, the total and partial worksheet, the processing of commercial Notes.

The Accounting Principles (2)

Clarification of the accounting treatments related to the adjustments of revenues and expenses according to the accounting principles and impact of those adjustments on the financial statements and on the preparation of the financial statements. Making the adjustments for assets, revenues, expenses, and the periodic measurement of accounting profit in accordance with the accepted and recognized accounting principles and assumptions in terms of how to register in the accounting books and operations of Posting, balancing and preparation and presentation of financial statements. Finally, how the student uses financial ratios as a tool for analyzing financial statements.

The Managerial Accounting

The aim of managerial accounting is to provide relevant information for management to make decision-making. The course includes the following topics: concepts and different terms in cost accounting, decision making in certainty, risk and uncertainty cases. The relationship between cost, volume and profit (break – even analysis). Preparing the budgets in short long term (the master Budget) and budgets in long term as investments.

Economic feasibility study

This course deals with the study of the foundations and how to prepare an economic feasibility study for new investment projects, and includes the following topics: The general framework of the economic feasibility study, an introduction and basic concepts, the marketing study, estimating the volume of demand, the objectives of the marketing study, the data required to prepare the marketing study, its path, sources, and methods of collection. estimating the market share, technical

study and preparing financial estimates, including the stages of preparing the technical and engineering study, preparing financial estimates (scheduling costs), revenues, funding study, sources of funding and its cost, determining the optimal financing structure, analyzing commercial profitability, evaluating projects and evaluating investment projects, Arranging projects and comparing them.

Money and Banks

This course explains what money and banks are, how they were established and developed, what are the policies followed by the monetary authority, what is the origin, definition, functions, types and importance of money and banks in economic systems, what are the factors that affect money supply and demand for it, what are the types of banks in Countries and their functions, what is the banking system in Palestine, identifying theories of demand for money, knowledge of inflation theories and the role of financial policies, and knowledge of the international monetary system.

Production operations management

The course deals with the concept of production management and production processes. It also sheds light on production activity and the theory on which production and operations management is based. This course also deals with qualitative methods of forecasting and methods used in choosing a project site, strategic energy planning, internal arrangement of the factory and its types, overall production planning, scheduling operational processes and their types, quality control and maintenance management.

Quantitative Methods in Decision Making

This course deals with the definition of quantitative methods that can be used in the decision-making process, their emergence and their relationship to the decision-making process. It deals with the method of linear programming, The solution methods were also reviewed, whether they were graphic, simplified, or using Excel.. ,the method of the transportation problem with the same previous path, the method of evaluating and reviewing programs and the critical path. The last part also dealt with the concept of simplifying electronic procedures when analyzing financial statements using Excel.

Principles of statistics

This is an introductory course in statistics. Students are introduced to the fundamental concepts involved in using sample data to make inferences about populations. Main topics Included are the study of measures of central tendency and dispersion, probability, probability distributions, normal distribution, linear regression, and correlation.

Commercial law

his course explain commercial law, its development and sources, business and merchant, and the conditions that must be provided in commercial companies, the store and its elements and protection, and compulsory and optional commercial books and their authenticity Evidence, commercial register, commercial contracts in general, commercial mortgage, commission agency, and brokerage.

Mathematics for economics and management

This course concentrated on economic and management mathematics, especially the basic law of simple interest, equal payments ,and the concept of discounting debt with simple and compound interest. It deals with concepts such as present values, debt settlement, and valuation of bonds and their depreciation. The course also studies the basics of pure mathematics, as , functions and equations ,Mathematical differentiation of algebraic functions, determinants and matrices and their applications in the case of a set of simultaneous equations in two or more variables.

Communication and public relations management

This course focuses on Building and managing the relationships of a company or an organization with both its customers and non-customer publics including the media, community, government, investors, distributors, and employees. It covers a wide range of topics including ethics, public opinion, publicity, event planning,

primary/secondary research, communication, writing for the media, and managing media relations.

Applied statistics

this course provides an application-oriented introduction to the statistical component of IBM SPSS Statistics. Students will review several statistical techniques and discuss situations in which they would use each technique, how to set up the analysis, as well as how to interpret the results. This includes a broad range of techniques for exploring and summarizing data, as well as investigating and testing relationships. Students will gain an understanding of when and why to use these various techniques as well as how to apply them with confidence, interpret their output, and graphically display the results.

Computer applications in management

This course is an introduction to the basic concepts of a computer, hardware and software components of a computer, a system Operating Windows, word processor, spreadsheet program, PowerPoint (Internet), the role of computer Information systems in institutions and its use in departments, the concept of databases, and control a database, presentations and use, and use Interactive computerized applications.

Self-improvement

Self-improvement course deals with self-reform and life-making and how to improve human capabilities Towards the better, by acquiring new skills . discovering their abilities This course helps the students to get rid of negative to positive things and to set goals and how be able to control themselves, and learn how to make the right decisions to form a strong personality for building a better future and providing community services.

Course Description of Business Administration Graduation Research

This course includes training students on how to prepare graduation projects in management through supervision and guidance, helping the student to choose a research topic, and using the scientific methodology in completing his project, starting from defining the problem, objectives, and hypotheses, and ending with results and recommendations. The student must explain the reason for choosing the research problem, clarifying the research methodology that he will adopt, and analyze, synthesize, evaluate and formulate information in the body of the research, provided that it is followed up and evaluated by his direct supervisor, and a discussion committee is held for the graduation research at the end of the semester.

