



Nile University - Business School

Bylaws for Undergraduate Programs

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1. School of Business Programs

1.1. Introduction

The Bachelor programs at Nile University (NU) aims to create **a new generation of business leaders** that would have an active role in their communities and contribute to the management of the technology driven economies in Egypt and the region. The programs focus on **developing knowledge and skills in core areas of management** applicable to manufacturing and service industries. Offered programs are aligned with NU and School of business missions and visions.

1.1.1. Nile University Vision Statement

The vision of Nile University (NU) is to be a world class, internationally recognized research university.

1.1.2. Nile University Mission Statement

The mission of Nile University (NU) is to contribute to the development of the technology-driven economies of Egypt and the region through the pursuit of education and research at the highest levels of excellence.

1.1.3. Nile University Business School Mission

The Nile University Business School surrounded by technological environment educates responsible youth and young talents in order to pursue innovation-based business and improve the business environments in Egypt, the Middle East, and in the continent at large.

1.1.4. Nile University Business School Vision

To Become Egypt, the Middle East and Africa leading business school at the interface of engineering and technology, to contribute to the solution of the region development's problems, and to better the economic welfare of its communities.

1.2. Business School Programs Overview

1.2.1. Bachelor Programs

Business School offers two Bachelor programs

- **Business Administration (BBA) (135 Cr. Hrs.)** with four specializations (Majors)
 - Finance (FINC)
 - Management and Entrepreneurship (MGMT)
 - Integrated Marketing Communication (MKTG)
 - Operation Management and Supply Chains (OPMG)
- **Economics (ECON) (142 Cr. Hrs.)**

Business School offers the following minors for:

- Minor in Business Administration (**18 Cr. Hrs.**) – for non-Business Students –
- Minor in Economics (**21 Cr. Hrs.**)

1.2.2. Bachelor Programs Description

The BBA and economics curricula are designed to equip the students with the **competencies and attitudes** needed for success in the local and global workplace. It also provides the students with a **unique learning experience** where they can acquire different skills that help them adapt to a continuously evolving business environment.

Both Programs provide the basis for **career growth**, as well as a steppingstone to graduate programs in Business. It enables students to develop and demonstrate competencies in effective communication, application of qualitative and quantitative analysis, problem solving, decision-making, critical thinking, entrepreneurship, teamwork and leadership.

1.2.3. Faculty

Nile University faculty teaching in the BBA and economics programs have received their PhD degrees, or its equivalence, from the US, Canada or Europe, are active researchers and have been involved in private and/or public-sector companies at executive and/or consultancy levels.

2. Admission

2.1. Undergraduate Admissions Policy

2.1.1. Admission Procedure

Nile University admits undergraduate degree-seeking applicants for the fall and spring semesters. Abiding by the rules and regulations set by the Ministry of Higher Education, Nile University ensures that all applicants submit completed applications including official primary and secondary school academic transcripts and certificates proving that they have completed at least twelve years of school education.

Decision on acceptance is based on the submission of a complete application form and meeting the admission requirements shown below including the results of the English proficiency test. Upon acceptance students should receive acceptance letters from the Admissions Office. Scores of the English Placement Test will determine the English entry level for students.

2.1.2. Eligibility Criteria

In its admission, Nile University follows the general rules and guidelines set by the Office of Admission - Ministry of Higher Education. Criteria for the main certificates accepted are listed below:

Thanaweya Amma

Nile University accepts students with Egyptian Thanaweya Amma and/or its equivalent from Arab countries according to the score specified by Supreme Council of Universities.

American High School Diploma

Nile University considers admission of a minimum cumulative Grade Point Average (GPA) of 2.0 (on a scale of 4.0). Students must have passed a minimum of 8 courses of one credit each, including the qualifying subjects for the chosen major, all of which should have been passed in the 12th grade. Students may have completed some of the subjects from the 11th or 10th grade with a maximum of 2 subjects. Students must submit new SAT I score with minimum of 800 out of 1600.

IGCSE/GCSE/GCE

For admission at Nile University the following eligibility criteria applies: Applicants have to submit certificates of 8 subjects at the O-Level with a minimum grade of "C" (these may only be in the extended and not in the core system). Subjects must be completed in the three and a half years prior to university enrolment. Applicants who have completed Advanced Level subjects may be granted transfer credits.

International Baccalaureate

Applicant should have completed the Baccalaureate diploma degree and satisfied its general requirements. Transfer credit may be granted.

French Baccalaureate

Nile University accepts applicants with a minimum average of "passable" grades. Transfer credits may be granted.

German Abitur

Nile University accepts applicants with a minimum average of 4.0. For other certificates of other countries, Nile University follows the general rules set by the Ministry of Higher Education.

English Proficiency Test

All students applying to NU are required to show proof of English proficiency by submitting an acceptable TOEFL score or equivalent. Scores of the English Placement Test will determine the English entry level for students.

2.1.3. Admission Documents

A Complete application package includes:

- Undergraduate Application Form
- Computerized Birth Certificate
- Copy of ID or passport (for non-Egyptians)
- Official Secondary School Certificate and Transcript or Grade Sheet and Proof of completing 12 years of schooling
- ONE of the followings:
 - A score of 61 or above in the IBT (Internet-based TOEFL).
 - A score of 500 or above in the ITP (Institutional testing program TOEFL)
 - A score of 6 or above in the IELTS.
 - A score of B2 in APTIS exam(Scores are valid for one year prior to admission deadline)
- Six recent passport size photos
- Military Service Status "Namouzag 2 gond" & "Namouzag 6 gond" (for Egyptian male students only)
- Non-refundable application fee
- Financial Aid Application Form (if needed)

2.1.4. Transfer Students' Application

Applicants who have started post-secondary studies at other institution(s) must submit official academic transcripts, mark sheets, description of courses and certificates proving attendance at each post-secondary school even if credit has not been earned.

- Applicants who have less than 60 credit hours have to go through the normal admission procedures and are required to submit the same admission documents.
- GPA of the secondary school certificate may not be relevant if the student has completed more than 60 credit hours of course work in which his/her academic standing has an average GPA of 2.0 or above.
- Applicants seeking credit transfer must have good academic records at previously attended post-secondary schools and have an overall GPA not less than 2.0 out of 4.0. The number of credits to be transferred (if any) will be decided on by the academic department.

A transfer student may not be accepted into his/her current major. This is ultimately decided on by the Dean of School.

2.1.5. Transfer of Credits from Secondary Education

Nile University grants transfer credit for advanced level subjects completed at the secondary school education granting the certificates mentioned below. Transfer credit is granted for coursework that is comparable in content and scope as well as to the applicability of credits to the courses at Nile University.

Nile University grants transfer credits for main subjects according to the following classification:

- **German Secondary School Certificate-Abitur**
Transfers are up to 30 credits for academic subjects with scores of ten or more (out of 15).
- **French Baccalaureate II**
Transfers are up to 30 credits for academic subjects with advanced level scores of minimum 14 (out of 20).
- **British Certificates (GCE Advanced Level)**
Credit transfers are only for A-level subjects with grades of "B" or higher
- **International Baccalaureate Diploma/Certificate**
Nile University grants up to 30 transfer credit for higher level academic subjects with grades of five or higher (out of seven). Also, up to 15

credits of lower-division general elective transfer credit for the completion of the IB Diploma with a minimum total point of 30. No transfer credits are granted for subsidiary level subjects.

2.1.6. Categories of Admission

Students are admitted to NU under any one of the following categories:

Full Admission:

Granted to students who have met all admission requirements.

Non-Degree Admission:

This category provides an opportunity for students to take courses for credit that are not part of a degree. In this case, students may select courses from various disciplines and are not bound to a particular set of courses. A non-degree student may become a degree-student upon his/her request with the approval of the department of major and the Dean to consider credits taken for courses under non-degree status. Hence, all academic regulations will retroactively apply on the students wishing to change his/her status including admission requirements and eligibility of enrolment. **Consent of Program Director is mandatory.**

Course Auditing:

Applicants who would like to attend certain classes without earning any credit may apply as auditors. This category of admission is dependent on space availability. Students are not eligible to sit for examinations, submit papers and assignments, earn academic credit, and grade, or receive any enrolment certification from Nile University. **Consent of Program Director is mandatory.**

2.1.7. Re-Admission

Readmission may be granted to former students in good academic standing who have not been enrolled at Nile University for a maximum of two years. Students must contact the appropriate departmental office before the beginning of the semester. If additional college work has been completed elsewhere since the last enrolment at Nile University, an official transcript will be required, and transfer of credits will be determined as indicated in the section of "Transfer Students' Application".

2.2. Undergraduate Academic Regulations

2.2.1. Registration

Upon admission to Nile University, students must register for the courses that pertain to their program of study. However, their enrolment at NU would only be completed after payment of their tuition for the first semester.

2.2.2. Credit Hours System

Coursework, grading, and graduation requirements are all functions of the credit hour. **In general, a credit hour represents a one-hour class period and a minimum of two additional hours of individual study each week for one semester.**

2.2.3. Declaration of Major

When admitted to Nile University, students are admitted to a specific school. During their sophomore year, students are required to declare a major within that school.

2.2.4. Change of Major

Students have the advantage of changing their majors under the following conditions

- The change of program form must be finalized and submitted to the registrar office at the end of the current semester and before the beginning of the advising period of the following semester.
- Applying for the change of major before the beginning of their senior year unless being forced to do so by a university action.
- Meeting the admission requirements of the new major and getting necessary approvals.
- Only courses that are listed among the requirements for both majors will be counted towards the degree of the new major.
- With respect to the new major, students follow the degree requirements of the Catalog of the year when the new major was declared.

2.2.5. Registration, Academic Load and Class Standing

Students must fill in their registration cards, get approvals from their academic advisors and register for courses before the registration deadline. Otherwise, their names will not appear on the class lists and they will not receive any credits for attended courses.

In exceptional cases, students who register after the deadline with the approval of the faculty advisor, the instructor teaching the course and the registrar will be assigned a late registration fee.

Students may not register for courses for credit for which they received either advanced placement or transfer credit.

- During **Fall** and **Spring** semesters, the minimum academic load for full-time non-science majors is nine credit hours while the maximum is **eighteen (18)**.
- For Summer sessions, the maximum academic load for full-time students is six and five credit hours, respectively (2 courses)
- Students taking fewer than **twelve (12) credit hours** per semester including those required by the University to reduce their academic load as a result of any disciplinary/academic decision are considered part-time students and are not eligible for the same benefits assigned to full-time students such as scholarships and military deferment certification.
- Graduating seniors taking fewer than **twelve (12) credit hours** in their last semester to fulfill the remaining graduation requirements are excluded from the above rule and are considered full-time students.
- Students requesting an **overload** must fill in an **overload request** and get necessary approvals from Program Director and the registrar. Students are not allowed to exceed **twenty-one (21) credit hours per semester** in a regular semester. In the summer session, students cannot exceed nine credit hours (in case of graduating seniors)
- Non-graduating students with a GPA of **3.0 or lower** or with a freshman standing are **not allowed** to request an overload. Non-credit courses are included in the academic load calculation.
- Internships **are only allowed in Summer**, and must be approved by **Program Director** and Academic Advisor **before** registration (Please check updated requirements)

Students' academic class is a function of credit hours completed as per the tables below:

Four-year Programs

Credit Hours Completed	Student Class
Below 30 credit hours	Freshman
30 credit hours	Sophomore
60 credit hours	Junior
90 credit hours	Senior

2.2.6. Drop and Add

Students can drop and add courses within the academic load and pre-requisites' limits as approved by their advisors as well as space availability. Students are urged to adhere to the "Drop and Add" deadlines as they appear in the University Calendar.

Students may add courses no later than the second week of classes with the approval of the course instructor.

- Courses dropped during the first week of the semester will not be recorded on the student's academic record.
- Courses dropped after the first week of the semester and before completing about 30% of the semester, i.e. end of the fourth week of classes, will be recorded on the student's academic record, and will receive a grade of "W".
- Courses dropped after completing about 30% of the semester and up to 80% of it, i.e. after the fourth week of the classes and until the end of the twelfth week, will appear on the student's record with a grade of "WP" or "WF" depending on the instructor's evaluation of the student's performance in the course.
- Courses cannot be dropped after the completing of 80% of the semester, i.e. after the twelfth week of classes and students will get grades for each course according to their performance for coursework completed.
- Students will not earn academic credit for dropped courses. Courses that are part of the student's graduation requirements must be retaken or substituted by other courses to satisfy the degree requirements.
- Students are not allowed to drop General Education Requirements (GER) courses without the approval of the GER department. Dropping a GER course may delay graduation.

2.2.7. Class Attendance

Students are expected to attend classes regularly and punctually to ensure active and continued engagement in class work and enrich the learning experience. In case of on-line learning students are expected to attend classes regularly, where course professor is expected to evaluate students' attendance.

Students missing more than 20% of courses will be deprived of final exam and will be subject to forced withdrawal.

If a class must be missed, for whatever reason, the student should notify the instructor giving as much advance notice as possible. In all cases, it will be the student's responsibility to make up for work missed. In general, excused absences include but are not limited to proven illness, serious personal or family emergencies, official university activities or severe weather conditions. If absences are caused by proven illness, a physician's certification must be

presented to the University's clinic for endorsement. **The instructor may or may not accept the excused absence at his/her own discretion.**

Absences and late arrivals, even when justified, may be taken into account in the grading process at the discretion of the instructor. Absences count from the **first-class meeting**. At the discretion of the instructor, if class attendance in any course is less than 80%, the student will get a grade of F on that course. Exceptions may be given with permission from the instructor teaching that course and approval of the program director and the registrar. **Failure to comply with these policies is considered serious misconduct leading to potential dismissal or other action, as deemed appropriate by the instructor and the program director.**

2.2.8. Evaluation of Student Academic Performance in Courses

Student evaluation in courses will be based on at least five components from the following, provided

no single component account for more than 33% of the final grade:

- Exams, Quizzes, Assignments
- Classroom Performance
- Attendance and Participation
- Projects, Papers, Presentations, Cases
- Other component criteria that the instructor deems important for the course

Student evaluation tools are specified in each course syllabus. Students have the right to receive the breakdown of their final grades into different components. Examinations and assignments are an integral part of any course and are conducted according to the following standards:

- Students may not communicate or collaborate with each other in any way during closed-book written examinations and when working on assignments, unless these are explicitly stated as group assignments.
- Books or notes may be used when taking an open-book examination with the specific authorization of the professor, and then only, within the limits set by the professor.
- Mid-term examinations are conducted during class times.
- Final examinations are conducted during the official examination period stated in NU calendar.
- No student is required to take more than three final examinations in one single day.

2.2.9. Grading

Nile University uses the credit hour system for its curriculum and is using the following grading system for its undergraduate studies. To graduate, students who score at the “conditional pass” level must improve their GPA by scoring at higher levels in other courses so that their GPA reaches 2.00 or higher. Curve system may be implemented if needed using Bell shape and Princeton Model of grades.

Letter Grade	GPA	Merit Grade
A+	4	Excellent
A	4	Excellent
A-	3.7	Excellent
B+	3.3	Very Good
B	3	Very Good
B-	2.7	Good
C+	2.3	Good
C	2	Pass
C-	1.7	Conditional Pass
D+	1.3	Conditional Pass
D	1	Conditional Pass
F	0	Fail

Grades that show on the student's transcript but not included in calculating GPA are:

I	Incomplete	The student has not completed the course requirements and was allowed a grace period to complete it beyond the end of the semester.
IF	Incomplete Fail	In case the student fails to complete the required work, s/he will be automatically granted a grade of "F".
W	Withdraw	Student withdraws early enough before the instructor can evaluate his/her performance.
WP	Withdraw Pass	Based on the instructor's evaluation, the student's work deserves a grade of C or higher up till the time of withdrawal.
WF	Withdraw Fail	Based on the instructor's evaluation, the student's work deserves a grade lower than C up till the time of withdrawal.
P	Pass	This grade is granted for a satisfactory performance in a Pass/Fail course.
F	Fail	This grade is granted for an unsatisfactory performance in a Pass/Fail course.
AU	Auditor	This grade is granted for auditors as a proof of course attendance.

Assignment of grades is the instructor responsibility. Based on the above grading system, a grade point average (GPA) is calculated for each student as follows:

- The Quality Points per course are calculated by multiplying the Grade Point Value obtained in the course by the course's credit hours.
- The Grade Point Average during a specific period is determined by dividing the summation of Quality Points earned during this period by the number of credit hours completed in the same period.
- Cumulative GPA is the summation of Quality Points of all courses completed divided by the total number of their course credit hours.

2.2.10. Grievance

If students have grievance about exam marking or Professor/Instructor misconduct in class setting, the Program Director will notify the Dean and organize an ad-hoc committee to investigate and decide on whether having second marking and requesting external/internal moderation. In case of demeaning students by instructor, the committee will investigate jointly and confidentially the matter.

As part of the transparency policy and the 'right to know' granted at the business school, the students are entitled to reflect their grievances and concerns about their marks by sending a direct email to BBA Program Director in a period that does not exceed one week (7 days) starting from the date posting the marks. Concerns are only limited to cases of missing any capture of marks; errors in summation of marks; discrepancies between the posted marks during the semester and the final breakdown of marks; inquiries about final exams."

2.2.11. Course Retake Policy

Except in cases of academic dishonesty, a student who scores a grade of C+ or less **can retake the same course or a substitute course one time** for the purpose of improving the course grade provided the department offering the first course approves the retake. In this case, only the grade received when retaking the course will be counted towards the student's GPA. The grade received the first time the student took the course will show on his/her transcript but will **not count towards the student's GPA**. The credit hours earned from the first course will not be counted towards the student's graduation requirements. All repeated courses must be taken at NU. Under this policy, students may repeat up to a maximum of twelve credit hours of coursework. Students who have exhausted this limit and have got a grade less than C+ can still repeat the course; however, both grades will appear on the student's transcript and will be counted in the student's GPA.

If a student repeats a course whose low grade was a result of a disciplinary action in an **academic dishonesty case, both grades for the first course and the retake will appear** on the student's transcript and will be counted in the student's GPA, irrespective of the number of credit hours repeated.

2.2.12. Incomplete Policy

Students who prove they have strong reasons for not completing a certain course may be allowed to petition for an incomplete grade using appropriate forms which must be approved by the course instructor and program director/department chair. In this case, the student is granted a grade of "I".

Students must arrange with the instructor to complete the pending work no later than one month after the beginning of the following regular semester. In case the student fails to complete the required work, s/he will be automatically granted a grade of "F".

The "Incomplete Form" is available at the registrar's office, and should incorporate the following information:

- Reason for requesting the incomplete grade.
- Pending work and assignments required for course completion.
- Tentative grade on the work already submitted.

Deadline for submission of incomplete work must not be later than the end of the following semester.

2.2.13. Transfer of Credits and Residency Requirements

Credit transfer from local and institutional universities must be with letter (C) or more, while following the exact courses' content or similar content. Courses transferred from European Credit Transfer Accumulation System (ECTs) must be in alignment with Program courses and approved by Program Director.

If Nile University has an agreement with any foreign University for a double degree, the Supreme Council of Universities (SCU) will only stamp the certificate that is issued by Nile University. In the case of Egyptian students taking half the courses at NU and the other half at non-Egyptian university and NU accept to transfer the non-EG credits, SCU will stamp the certificate for the Egyptian student from NU, provided that he had spent the minimum number of years for that discipline.

Non-EG students must be registered first at SCU at the beginning of his course. SCU will stamp again the certificate issued from NU with the same number of years constraint.

At least 50% of the credit hours applied towards a bachelor's degree must be earned in residence at NU. With the approval of the Program Director and the School Dean, a maximum of 30% of the transferred courses may be at the 300 and 400 levels. Credits that have been counted towards another degree cannot be transferred. A grade of "C" or better must have been earned in courses considered for transfer.

2.2.14. Voluntary Withdrawal from Semester

Students who withdraw from all registered courses in a semester must fill in a semester withdrawal form, get all necessary approvals and submit it to the registrar before the deadline for withdrawal. Students will be assigned a grade of W, WP or WF in each course based on the time of the withdrawal and their performance in the course as decided by the course instructor. Students will earn no credit for courses from which they withdrew, and they must fill in a registration activation form before the registration period of the next semester.

Students who withdraw for over one semester must fill in the withdrawal form and apply for re-admission as highlighted in the undergraduate admissions policy. Students who stop attending classes without formally withdrawing by the deadline for withdrawal will be granted grades of "F" in all unattended courses.

2.2.15. Voluntary Withdrawal from University

Students who wish to voluntarily withdraw from the University must officially apply for withdrawal to the Registrar's Office.

If a student withdrew during the add/drop period, first week of the semester, no courses will be recorded on the student's academic record.

- If a student withdrew after the first week of the semester and before completing about 30% of it, i.e. end of the fourth week of classes, a grade of W will be recorded on the student's academic record.
- Students withdrawing after completing about 30% of the semester and up to 80% of it, i.e. after the fourth week of the classes and until the end of the twelfth week, will get grades of "WP" or "WF" depending on the students' performance in each course.
- After completing about 80% of semester, i.e. the twelfth week of classes, no withdrawals will be allowed, and students will get grades for each course according to their performance for coursework completed.

Students who have withdrawn from the University and wish to apply for re-admission must comply with the re-admission procedures as highlighted in the undergraduate admissions policy. Readmission may be granted to former students in good academic standing who have not been enrolled at Nile University for a maximum of two years.

2.2.16. Holds

Students' registration may be put on hold for financial, library or academic reasons. Financial holds imply that students have pending payments to the University which might be related to tuition fees or any other financial obligations such as library charges. Library holds imply that students have pending library obligations such as overdue books. Academic holds imply that students have not met the academic standards set by the university.

2.2.17. Probation, Suspension and Dismissal Policies

Students with academic ` on probation for a maximum duration of two consecutive regular semesters or until the reasons for the holds are eliminated.

Reasons for being placed on University Probation are:

- Failure to maintain a cumulative **GPA of 2.0** or higher at the end of each semester.
- Failure to pass ENGL 001.
- Being subject to a university disciplinary action.

Students on probation must achieve a minimum semester **GPA of 2.0** in their first semester of the probation period to be able to register for the second semester by the end of which they must clear the probation; i.e. their cumulative GPA is 2.0 or higher. Otherwise, students will be **suspended from the university and their readmission** will be held for one semester conditional upon attending other institutions during this semester and receiving passing grades. Otherwise, students will be dismissed from the university.

Students who failed ENGL 001 twice in two consecutive regular semesters will automatically be suspended and their readmission will be held for one semester conditional upon getting an acceptable Internet Based TOEFL score or equivalent.

The Reason for being placed on Major Probation is the student failure to maintain a major cumulative GPA of 2.0 or higher at the end of each semester. In this case, students have a probation period of two consecutive regular semesters to clear the probation. Otherwise, they will be dismissed from the University.

Students on University or Major Probation are sent official letters to their permanent addresses explaining their academic status and what needs to be done to recover the situation and avoid suspension or dismissal from NU.

Students on University or Major Probation are not allowed to register for more than thirteen credit hours per semester until they clear the reason for probation. They are also not allowed to register in any of the University's activities/clubs until they clear the reason for probation.

Students are entitled to submit a petition within two weeks of being notified of dismissal that will go through investigation from Business School and Registrar. Students will be notified of the investigation in no more than two weeks.

2.2.18. Academic Integrity Policy

Nile University, its faculty, staff and students' value and adhere to the concepts of academic integrity and the highest level of academic and professional conduct. In their quest for knowledge, the university community must uphold high levels of integrity and ethical conduct in all its pursuits including teaching, learning, research, and service.

Dishonesty in the pursuit of knowledge is not acceptable and includes, but is not limited to:

- Dishonest submission of documents for grade, examples: **Plagiarizing reports/cases; cheating on exams or assignments; multiple submissions of the same work for grades; fabrication of data or documents.**
- Obtaining or attempting to obtain an unfair advantage, examples: **Gaining access to exams; stealing or destroying library or research materials; unauthorized collaboration on assignments; unauthorized retention or circulation of previous exams; interfering with other students' work.**
- Unauthorized access to records, examples: **Viewing or interfering with confidential computer records or programs or systems, releasing unauthorized information gathered.**
- Aiding and abetting: **Providing material, information, or other assistance which violates standards for academic integrity.**
- **Threatening, effecting or encouraging bodily, professional, or financial harm to faculty, staff, administrator or student.**

The university reserves the right to take disciplinary action against the violating party(s) according to the principles/procedures shown below. An instructor has full authority to deal with an academic dishonesty incident within the context of his/her course. Disciplinary action, in this case, may cover the range from reprimand to "F" for the course grade. The instructor may also recommend suspension or dismissal from the university.

The instructor's action on incidents of academic dishonesty must be communicated to the student(s) involved; and to Dean/Program Director within two weeks of the time the instructor became aware of the incident. All students involved in academic dishonesty will receive an official letter of warning from the Program Director, a copy of which will remain in the students' file in the department as well as in the Student Affairs Office and/or the Provost's office.

Per university and NUSB, cheating is a violation of Academic Integrity. The NUSB maintains a “**zero-tolerance**” policy on cheating and plagiarism.

The Academic Integrity Review Committee (AIR) is a committee formed by the Faculty Council of three (3) members including the Program Director to investigate and decide on reported cases of academic integrity violations such as cheating, suspicion of cheating, and assignment dishonesty.

Once the AIR has convened, it shall give a hearing to the student and the faculty involved. Once its work is done, it shall submit its recommendation to the Dean and become effective. No further appeal may be made unless substantial new evidence is presented to the Program Director, who will evaluate the evidence and reopen the case, if deemed necessary.

Cheating on Exams:

There are two types of violations of Academic Integrity during the exam:

- **Verbal Communication:**
Students talking to each other or signaling are to be first warned, second moved, third dismissed from the exam and marking their exam paper as cheater.
- **Written Communication:**
Students suspected to be cheating using a written format on paper, body parts, equipment etc. are to be caught red-handed; that is the apparatus of cheating seized, confiscated, and documented. If on garments of hands or feet, a photo is to be taken by the instructor. If cheating is a paper, staple it/ if cheating is mobile or electronic device: photo the open page on screen. The student paper is to be withdrawn and marked as cheater on it.

In both types, the Program Director or the Dean should be notified, and a report written within 24 hours of the incident. The report should show the exact details of the event explaining the time, seating location in class, the tool used, and the exact description of the content (what parts of the exam for example is in that written cheating). Be certain that you remain calm, acting fairly and objectively having all the facts.

2.2.19. Graduation Requirements

To be eligible for graduation, students must complete the total number of credit hours required by their enrolled program. University is committed to offer required courses to enable students to finish in 8 semesters or 4 years **as long as the students are following the study plans for each major.**

Students must complete the total number of credit hours required by their enrolled Business School program within a maximum period of six (6) years excluding any periods of full withdrawal from the university, provided withdrawal periods don't exceed one academic year. Upon graduation, the student's university and major cumulative GPAs must be of 2.0 or higher. Students who are pursuing a double major within the same school are expected to extend their period of study for one additional year. Upon completing the degree requirements, students must apply for graduation at the Registrar's Office and pay the graduation fees. As per the requirements of Ministry of Higher Education, Egyptian nationals who have not passed Thanaweya Amma Arabic Language and religion exams or their equivalence will not be awarded the graduation degree unless they pass equivalency exams in both subjects.

2.2.20. Declaration of Double Majors

Students have the advantage of declaring two majors within the same school under the following conditions:

- Meeting the admission requirements of both majors, taking into account that some majors may not accept double majoring with certain related or unrelated fields.
- Declaring the second major any time before reaching the graduating senior year.
- Having a minimum GPA of 3.5 at the time of declaration of the second major.
- Getting approval from Program Director and Deans of both majors.

Students with double majors must have a clear understanding that they must fulfill the graduation requirements of both majors (that are Major Requirements and Major Electives) and that **ONLY** one degree will be awarded as per the student's decision. Students must take BSAD 480 and BSAD 481 (Grad1 and Grad2) sequentially and not concurrently. However, for the double major Grad1 and Grad2 are only taken once given that the student must cover both majors in his/her project. Students are eligible to receive transcripts for all coursework in both majors. In respect to the second major, students follow the degree requirements of the Catalog of the year of the declaration of the second major. The summer internship for a double major is to cover both majors in the internship offer. It is highly recommended that double major students be in close contact with faculty advisors of both majors.

2.2.21. Declaration of Minor

For non-business student, to declare a minor, he/she must select a minor program outside of his/her major department. Minors must be **completed simultaneously with a major degree program**.

2.2.22. President's Honor Roll, Dean's List and Graduation with Honors

Full-time junior/senior students appear on the President's Honor Roll if they achieve a GPA of 4.0 for at least 15 credit hours of graded courses in a regular semester. They also appear on their school Dean's Honor Roll, if they achieve a GPA between 3.50 and 3.99 for the same number of credits. Honored students receive certificates of distinction and their honorary status is also noted on their academic records. Honor students are celebrated through the University usually every year in a ceremony attended by families and friends. Graduation Honors are awarded at graduation according to the following guidelines:

Student Categories	Cumulative GPA at Graduation	Honor Level
Students who joined NU as Freshmen or Sophomore	≥ 3.4 and < 3.6	Honors/Cum Laude
	≥ 3.6 and < 3.8	High Honors/Magna Cum Laude
	3.8 and above	Highest Honors/ Summa Cum Laude
Students with transfer credits of 30% of the credit hours applied towards a bachelor's degree or more	≥ 3.5 and < 3.7	Honors/Cum Laude
	≥ 3.7 and < 3.9	High Honors/Magna Cum Laude
	3.9 and above	Highest Honors/ Summa Cum Laude

Honor recognition is pronounced at the graduation ceremony and is printed on the student's graduation Diploma.

2.2.23. Transcripts

A transcript is a comprehensive academic record of a student's progress towards a degree. Graduating or withdrawing students in good standing (with no academic/financial holds) are granted one free transcript of their academic records. Transcript requests will not be processed during registration, examination or graduation periods stated in NU calendar.

3. Bachelor's Degrees Curriculum

Business School offers two Bachelor programs

- **Business Administration (BBA) (135 Cr. Hrs.)** with four specializations (Majors)
 - Finance (FINC)
 - Management and Entrepreneurship (MGMT)
 - Integrated Marketing Communication (MKTG)
 - Operation Management and Supply Chains (OPMG)
- **Economics (ECON) (142 Cr. Hrs.)**

Business School offers the following minors for:

- Minor in Business Administration (**18 Cr. Hrs.**) – for non-Business Students –
- Minor in Economics (**21 Cr. Hrs.**)

The detailed curriculum of each program is as described in the following sections

3.1. Bachelor of Business Administration (BBA)

The Bachelor of Business Administration consists of a total of **135** credit hours, divided as:

University Requirements – General Education (UR)	42 Cr. Hrs.
School of Business Requirements (SBR)	18 Cr. Hrs.
Program Requirements (PR)	30 Cr. Hrs.
Major requirements and electives (MAJ)	45 Cr. Hrs.
Total	135 Cr. Hrs.

The **UR** consists of English and Communication Skills (12 Cr. Hrs.), Basic Skills (15 Cr. Hrs.), Human and social Knowledge (15 Cr. Hrs.). The **SBR** is made up of (18 Cr. Hrs.) of courses that are considered core to any business graduate. The **PR** is made up of (30 Cr. Hrs.). Finally, The **MAJ** are (45 Cr. Hrs.) made up of (30 Cr. Hrs.) Major Requirements and (15 Cr. Hrs.) Major Electives.

3.1.1. University Requirements (42 Cr. Hrs.)

All students are required to complete a minimum of 42 credit hours of the university general education requirements, which help them developing an understanding of the ethical and social issues that are of concern to the local, regional, and global communities. Students will gain an appreciation and understanding of the fields of humanities, arts, social sciences, and natural sciences. University requirements are listed below.

English and Communication Skills (12 Cr. Hrs.)

Course #	Course Name	Cr. Hr.
ENGL 001	Intensive English	0
ENGL 101	English I	3
ENGL 102	English II	3
ENGL 201	Writing Skills	3
ENGL 202	Communication & Presentation Skills	3
Total Number of Credits		12

Basic Skills (15 Cr. Hrs.)

Course #	Course Name	Cr. Hr.
CSCE 101B	Computer & Information Skills for Business	3
NCSI 102	Selected topic in Natural Sciences	3
NSCI 103	Selected topic in Natural Sciences II	3
MATH 110B	Concepts of Mathematics for Business	3
MATH 201B	Introduction to Probability & Statistics for Business	3
Total Number of Credits		15

Human and Social Knowledge (15 Cr. Hrs.)

Course #	Course Name	Cr. Hr.
HUMA 101	Introduction to Logic and Critical Thinking	2
SSCI 101	Selected Topics in Egyptian and Arab Heritage	3
HUMA 102	Introduction to Ethics	1
SSCI 102	Selected Topics in World Cultures and Diversity	3
HUMA 103	Selected topic in Human Sciences and Arts	3
SSCI 103	Selected Topics in Social Sciences	3
Total Number of Credits		15

3.1.2. School of Business Requirements (18 Cr. Hrs.)

All business school students are required to complete the courses below:

Course #	Course Name	Cr. Hr.
ACCT 201	Financial Accounting	3
ECON 201	Principles of Macroeconomics	3
MGMT 201	Fundamentals of Management	3
BSAD 301	Business Ethics	3
FINC 301	Introduction to Finance	3
BSAD 401	Business Law	3
Total Number of Credits		18

3.1.3. Program Requirements (30 Cr. Hrs.)

All Business Administration students, no matter their specialization major, should complete the following courses as general major requirements:

Course #	Course Name	Cr. Hr.
ACCT 202	Managerial Accounting	3
ECON 202	Principles of Microeconomics	3
MKTG 301	Principles of Marketing	3
MOIT 301	Information Systems and Technologies	3
OPMG 301	Operations Management	3
OPMG 302	Quantitative Methods for Business	3
MGMT 303	Human Resources Management	3
FINC 305	Corporate Finance	3
COMM 401 *	Internship & Service learning	3
BSAD 420	Strategic Management	3
Total Number of Credits		30

* **COMM 401 (1&2) "Internship & Service learning"** for sophomore & junior students at 3 weeks for each

3.1.4. Specialization Requirements (45 Cr. Hrs.)

Students enrolled in the Business Administration program should complete 45 Cr. Hrs. according to their declared specializations made up of (30 Cr. Hrs.) Major Core Requirements and (15 Cr. Hrs.) Major Electives.

Students can select one of the following Business administration specializations:

- Finance
- Management and Entrepreneurship
- Integrated Marketing Communication
- Operation Management and Supply Chains

3.1.4.1. Finance (45 Cr. Hrs.)

Finance is the art and science of managing money. It is concerned with the process, institutions, markets, and instruments involved in the transfer of money among individuals, businesses, and governments. It is divided into two major areas; Financial Services and managerial Finance. Financial Services is concerned with the design and delivery of advice and financial products to individuals, businesses, and government. Career opportunities include banking, personal financial planning, investments, real estate, and insurance. Managerial finance is concerned with the duties of the financial manager in the business firm. The financial manager actively manages the financial affairs of any type of business. They are also more involved in developing corporate strategy and improving the firm's competitive position. Individuals who are planning to pursue a career in the field of finance may be interested to know that according to US sources, three careers are expected to experience job growth of 10% or higher till 2026 Financial Manager (19%), Personal Financial Advisor (14%), Management Analyst (12%).



Core Course (30 Cr. Hrs.)

All students majoring in Finance should complete the following courses:

Course #	Course Name	Cr. Hr.
ACCT 301	Strategic Management Accounting	3
FINC 302	Money and Banking	3
FINC 303	Financial Statements Analysis	3
FINC 304	Entrepreneurial Finance	3
FINC 402	Advanced Corporate Finance	3
FINC 405	International Finance	3
FINC 406	Mergers & Acquisitions	3
FINC 408	Investment and Portfolio Management	3
BSAD 480	Graduation Project I	3
BSAD 481	Graduation Project II	3
Total Number of Credits		30

Elective Courses (15 Cr. Hrs.)

All Students majoring in Finance should complete 15 Cr. Hrs. from elective courses from the following list:

Course #	Course Name	Cr. Hr.
ACCT 303	Cost Accounting	3
BSAD 490	Selected Topics in Business	3
BSAD 499	Independent Studies in Business	3
FINC 307	Commercial Bank Management	3
FINC 404	Options and Derivatives	3
FINC 407	Venture Capital and Private Equity	3
FINC 409	Capital and Money Markets	3
FINC 410	Fixed Income Securities	3
MOIT 303	E-business	3
OPMG 405	Project Management	3

3.1.4.2. Management and Entrepreneurship (45 Cr. Hrs.)

Management and Entrepreneurship as a major equips the graduate with basic skills needed for the dynamic process of creating new ventures. The major is aimed at visionary entrepreneurs in addition to those seeking a general technical background for basic business and management. In that major, students understand the different elements and actors in the entrepreneurship ecosystem and the entrepreneurship lifecycle. Graduates of that major usually start their own small business as well as work in general business establishments. Skills needed to be an entrepreneur include strong self-motivation, vision, and innovative mind-set. Entrepreneurs do not necessarily require mathematical skills, but require people with strategic thinking, efficiency, communication and networking skills.



Core Course (30 Cr. Hrs.)

All students majoring in Management and Entrepreneurship should complete the following courses:

Course #	Course Name	Cr. Hr.
MGMT 302	Intro to Entrepreneurship & Small Business Management	3
OPMG 303	Introduction to Supply Chain Management	3
FINC 304	Entrepreneurial Finance	3
MGMT 401	Negotiations & Conflict Management	3
BSAD 402	Corporate Governance	3
MGMT 402	Innovation and Product/ Service Development	3
OPMG 405	Project Management	3
MGMT 406	Entrepreneurial Business Consulting	3
BSAD 480	Graduation Project I	3
BSAD 481	Graduation Project II	3
Total Number of Credits		30

Elective Courses (15 Cr. Hrs.)

All Students majoring in Management and Entrepreneurship should complete 15 Cr. Hrs. from elective courses from the following list:

Course #	Course Name	Cr. Hr.
BSAD 302	International Business	3
ACCT 303	Cost Accounting	3
OPMG 401	Operations Management in Services	3
MGMT 403	Change Management	3
MKTG 403	Integrated Marketing Communications	3
MGMT 404	Service Management	3
MGMT 405	Technology Inspired Business Models	3
MOIT 420	Information Technology Strategy	3
BSAD 490	Selected Topics in Business	3
BSAD 499	Independent Studies in Business	3

3.1.4.3. Integrated Marketing Communication (45 Cr. Hrs.)

This major provides a comprehensive knowledge about marketing and communication strategies that help companies create a unified and seamless customer experience. Emphasis will be placed on marketing strategy, social & digital marketing, consumer behavior, customer relationship management, communication and public relations. Jobs as E-commerce & Digital Marketing specialist, Sales & Marketing Consultant, CRM specialist are in-demand as companies all over the world strive to maintain a competitive edge in today's global competitive environment. Candidates should demonstrate media communication, collaborative, and creative thinking skills.



Core Course (30 Cr. Hrs.)

All students majoring in Integrated Marketing Communication should complete the following courses:

Course #	Course Name	Cr. Hr.
COMM 301	Intro to Mass Communication	3
MKTG 302	Consumer Behavior	3
MKTG 303	Distribution Channels Management	3
MKTG 305	B2B Marketing	3
MKTG 307	Marketing Research	3
MKTG 403	Integrated Marketing Communications	3
MKTG 417	Digital Marketing	3
MKTG 470	Marketing Strategy	3
BSAD 480	Graduation Project I	3
BSAD 481	Graduation Project II	3
Total Number of Credits		30

Elective Courses (15 Cr. Hrs.)

All Students majoring in Integrated Marketing Communication should complete 15 Cr. Hrs. from elective courses from the following list:

Course #	Course Name	Cr. Hr.
MOIT 303	E-Business	3
MKTG 304	Brand Management	3
MKTG 309	Sales Management and Growth Marketing	3
MKTG 401	International Marketing	3
MKTG 402	Customer Relationship Management	3
MKTG 405	Public Relations	3
MKTG 409	Advertising and Visual Identity Designs	3
MKTG 418	Service Marketing & Customer Experience	3
BSAD 490	Selected Topics in Business	3
BSAD 499	Independent Studies in Business	3

3.1.4.4. Operation Management and Supply Chains (45 Cr. Hrs.)

This major is concerned with the approaches to efficiently integrate the flow of materials, finances, and information from suppliers, manufacturers, wholesalers, distributors, retailers to the final customer, and back again. Walmart was able to cut costs with distribution costs estimated at a mere 1.7% of its cost of sales – far superior to competitors like Kmart (3.5%) and Sears (5%). Both Supply Chain Management and technology combine to make that major the future of successful business approaches. Skills needed include high math skills as well as systems thinking.



Core Course (30 Cr. Hrs.)

All students majoring in Operation Management and Supply Chains should complete the following courses:

Course #	Course Name	Cr. Hr.
MKTG 303	Distribution Channels Management	3
OPMG 303	Introduction to Supply Chain Management	3
OPMG 304	Introduction to Quality Management	3
MGMT 401	Negotiations & Conflict Management	3
OPMG 401	Operations Management in Services	3
OPMG 402	Logistics and Materials Management	3
OPMG 406	Inventory Management	3
OPMG 420	Operations Strategy	3
BSAD 480	Graduation Project I	3
BSAD 481	Graduation Project II	3
Total Number of Credits		30

Elective Courses (15 Cr. Hrs.)

All Students majoring in Operation Management and Supply Chains should complete 15 Cr. Hrs. from elective courses from the following list:

Course #	Course Name	Cr. Hr.
BSAD 302	International Business	3
ACCT 303	Cost Accounting	3
MOIT 303	E-business	3
MKTG 305	B2B Marketing	3
MGMT 402	Innovation and Product/ Service Development	3
OPMG 403	Simulation Modeling and Business Dynamics	3
OPMG 405	Project Management	3
OPMG 407	Procurement Management	3
BSAD 490	Selected Topics in Business	3
BSAD 499	Independent Studies in Business	3

3.1.5. Sample Study Plan

Students are advised to follow their study plans to effectively complete their degree. A Sample study plan for "Management and Entrepreneurship" specialization is as below. Similar study plans for all specializations are available for students and further support is available through the program coordinators.

Name	ID
	Major MGMT & ENTR

Course Code	Course Name	Cr. Hrs.	Grade
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Year 1				
Fall	ENGL 101	English I	3	
	MATH 110B	Concepts of Mathematics for Business	3	
	MGMT 201	Fundamentals of Management	3	
	ECON 202	Principles of Microeconomics	3	
	HUMA 103	Selected topic in Human Sciences and Arts (Course Name)	3	
Spring	ENGL 102	English II	3	
	MATH 201B	Introduction to Probability & Statistics for Business	3	
	CSCE 101B	Computer & Information Skills for Business	3	
	ECON 201	Principles of Macroeconomics	3	
	ACCT 201	Financial Accounting	3	

Year 2				
Fall	ENGL 201	Writing Skills	3	
	MKTG 301	Principles of Marketing	3	
	OPMG 302	Quantitative Methods for Business	3	
	ACCT 202	Managerial Accounting	3	
	HUMA 101	Introduction to Logic and Critical Thinking	2	
	HUMA 102	Introduction to Ethics	1	
Spring	ENGL 202	Communication & Presentation Skills	3	
	MOIT 301	Information Systems and Technologies	3	
	OPMG 301	Operations Management	3	
	FINC 301	Introduction to Finance	3	
	NSCI 102	Selected topic in Natural Sciences (Course Name)	3	
	SSCI 101	Selected Topics in Egyptian and Arab Heritage (Course Name)	3	

Year2/3				
Summer	COMM 401-1	Internship & Service learning	1.5	

Year 3					
	Fall	FINC 305	Corporate Finance	3	
		MGMT 303	Human Resources Management	3	
		SSCI 103	Selected Topics in Social Sciences (Course Name)	3	
		NSCI 103	Selected topic in Natural Sciences II (Course Name)	3	
		MGMT 302	Intro to Entrepreneurship & Small Business Management	3	
	Spring	BSAD 301	Business Ethics	3	
		OPMG 303	Introduction to Supply Chain Management	3	
		FINC 304	Entrepreneurial Finance	3	
		MGMT 402	Innovation and Product/ Service Development	3	
		Major Elective 1	Selected from management & entrepreneurship major electives list	3	
		Major Elective 2	Selected from management & entrepreneurship major electives list	3	

Year3/4					
	Summer	COMM 401-2	Internship & Service learning	1.5	

Year 4					
Fall	BSAD 401	Business Law	3		
	MGMT 401	Negotiations & Conflict Management	3		
	BSAD 402	Corporate Governance	3		
	SSCI 102	Selected Topics in World Cultures and Diversity (Course Name)	3		
	BSAD 480	Graduation Project 1	3		
	Major Elective 3	Selected from management & entrepreneurship major electives list	3		
Spring	BSAD 420	Strategic Management	3		
	OPMG 405	Project Management	3		
	MGMT 406	Entrepreneurial Business Consulting	3		
	BSAD 481	Graduation Project 2	3		
	Major Elective 4	Selected from management & entrepreneurship major electives list	3		
	Major Elective 5	Selected from management & entrepreneurship major electives list	3		
Completed			0	cr. Hrs.	

3.2. Bachelor of Economics

Economic major is important to all nations, where all of them rely on many important economic concepts and principles in their economic development and improving their citizens' standards of living. Therefore, the school of business offers a new specialization program in economics.

The Bachelor of Economics consists of a total of **142** credit hours, divided as follows:

University Requirements – General Education (UR)	42 Cr. Hrs.
School of Business Requirements (SBR)	18 Cr. Hrs.
Program Requirements (PR)	30 Cr. Hrs.
Major requirements and electives (MAJ)	52 Cr. Hrs.
Total	142 Cr. Hrs.

The **UR** consists of English and Communication Skills (12 Cr. Hrs.), Basic Skills (15 Cr. Hrs.), Human and social Knowledge (15 Cr. Hrs.). The **SBR** is made up of (18 Cr. Hrs.) of courses that are considered core to any business graduate. The **PR** is made up of (30 Cr. Hrs.). Finally, The **MAJ** are (52 Cr. Hrs.) made up of (30 Cr. Hrs.) Major Requirements and (22 Cr. Hrs.) Major Electives.

3.2.1. University Requirements (42 Cr. Hrs.)

All students are required to complete a minimum of 42 credit hours of the university general education requirements, which help them developing an understanding of the ethical and social issues that are of concern to the local, regional, and global communities. Students will gain an appreciation and understanding of the fields of humanities, arts, social sciences, and natural sciences. University requirements are listed below.

English and Communication Skills (12 Cr. Hrs.)

Course #	Course Name	Cr. Hr.
ENGL 001	Intensive English	0
ENGL 101	English I	3
ENGL 102	English II	3
ENGL 201	Writing Skills	3
ENGL 202	Communication & Presentation Skills	3
Total Number of Credits		12

Basic Skills (15 Cr. Hrs.)

Course #	Course Name	Cr. Hr.
CSCE 101B	Computer & Information Skills for Business	3
NCSI 102	Selected topic in Natural Sciences	3
NSCI 103	Selected topic in Natural Sciences II	3
MATH 110B	Concepts of Mathematics for Business	3
MATH 201B	Introduction to Probability & Statistics for Business	3
Total Number of Credits		15

Human and Social Knowledge (15 Cr. Hrs.)

Course #	Course Name	Cr. Hr.
HUMA 101	Introduction to Logic and Critical Thinking	2
SSCI 101	Selected Topics in Egyptian and Arab Heritage	3
HUMA 102	Introduction to Ethics	1
SSCI 102	Selected Topics in World Cultures and Diversity	3
HUMA 103	Selected topic in Human Sciences and Arts	3
SSCI 103	Selected Topics in Social Sciences	3
Total Number of Credits		15

3.2.2. School of Business Requirements (18 Cr. Hrs.)

All business School students are required to complete the courses below:

Course #	Course Name	Cr. Hr.
ACCT 201	Financial Accounting	3
ECON 201	Principles of Macroeconomics	3
MGMT 201	Fundamentals of Management	3
BSAD 301	Business Ethics	3
FINC 301	Introduction to Finance	3
BSAD 401	Business Law	3
Total Number of Credits		18

3.2.3. Program Requirements (30 Cr. Hrs.)

All Economics program students should complete the following courses as general major requirements:

Course #	Course Name	Cr. Hr.
ACCT 202	Managerial Accounting	3
ECON 202	Principles of Microeconomics	3
MKTG 301	Principles of Marketing	3
MOIT 301	Information Systems and Technologies	3
OPMG 301	Operations Management	3
OPMG 302	Quantitative Methods for Business	3
MGMT 303	Human Resources Management	3
FINC 305	Corporate Finance	3
COMM 401 *	Internship & Service learning	3
BSAD 420	Strategic Management	3
Total Number of Credits		30

** COMM 401 (1&2) "Internship & Service learning" for sophomore & junior students at 3 weeks for each*

3.2.4. Specialization Requirements (52 Cr. Hrs.)

Students Enrolled in Economics major should complete 52 Cr. Hrs. made up of (30 Cr. Hrs.) Major Core Requirements and (22 Cr. Hrs.) Major Electives.

3.2.4.1. Economics (52 Cr. Hrs.)

The undergraduate program in economics is a rigorous Quantitative & Qualitative program which enhances students' analytical skills and critical thinking. In addition to broader economic concepts, the understanding of economic issues pertaining to the Middle East and North African region is given special attention. The major is committed to a liberal arts philosophy and the development of leadership skills. The Program develops its students' professional competencies and responsible citizenship skills and prepares them for a variety of careers in economic research, financial economics, and banking.



Core Course (30 Cr. Hrs.)

All students majoring in Economics should complete the following courses:

Course #	Course Name	Cr. Hr.
ECON 203	Managerial Economics	3
ECON 301	Intermediate Macroeconomic Theory	3
ECON 302	Monetary Economics	3
ECON 303	Intermediate Microeconomic Theory	3
ECON 304	Statistics for Economists	3
ECON 308	Labor Economics	3
ECON 312	Economic Development	3
ECON 318	Introduction to Econometrics	3
BSAD 480-E	Graduation Project I	3
BSAD 481-E	Graduation Project II	3
Total Number of Credits		30

Elective Courses (22 Cr. Hrs.)

All Students majoring in Economics should complete 22 Cr. Hrs. from elective courses from the following list:

Course #	Course Name	Cr. Hr.
MKTG 303	Distribution Channels Management	3
ECON 403	International Trade	3
ECON 404	Public Finance	3
OPMG 404	Business Process Management	3
ECON 405	History of Economic Thought	3
OPMG 405	Project Management	3
ECON 410	Environmental Economics	3
ECON 413	Cost – Benefit Analysis	3
ECON 420	Institutional and Behavioral Economics	3
ECON 430	Research Methodology in Economics	3
ECON 440	Middle East Economic Development	4
ECON 450	Economics of Information	3
BSAD 490	Selected Topics in Business	3
BSAD 499	Independent Studies in Business	3

3.3. Minor in Business Administration

For students from other schools to Minor in Business Administration, their CGPA should be **3.0** or higher. Students are required to complete the following **6 courses** (18 Cr. Hrs.).

Course #	Course Name	Cr. Hr.
ACCT 201	Financial Accounting	3
ECON 201	Principles of Macroeconomics	3
MGMT 201	Fundamentals of Management	3
BSAD 301	Business Ethics	3
FINC 301	Introduction to Finance	3
BSAD 401	Business Law	3
Total Number of Credits		18

3.4. Minor in Economics

Students who are majoring in non-economic field, either who are following any other business major or in any other schools in the University, may take a minor in Economics in addition to their major. The minor in Economics develops a firm understanding of core microeconomics and macroeconomics theory comparable to that of the major, while at the same time provides students with the opportunity to be exposed to the different fields in economics. This is done through selecting electives in economics that fit their likely targets of interest, ranging from statistics and econometrics to financial economics, labor market analysis, economic development and others.

Economics as a minor consists of a total of **21** credit hours, out of which 15 credit hours as core courses, and 6 credit hours electives. Students must achieve a minimum grade of "C" in all courses to complete his minor in economics. And no more than two courses could be a transfer.

Core Course (15 Cr. Hrs.)

All students minoring in Economics should complete the following courses:

Course #	Course Name	Cr. Hr.
ECON 201	Principles of Macroeconomics	3
ECON 202	Principles of Microeconomics	3
ECON 301	Intermediate Macroeconomic Theory	3
ECON 303	Intermediate Microeconomic Theory	3
ECON 304	Statistics for Economists	3
Total Number of Credits		15

Elective Courses (6 Cr. Hrs.)

To complete the minor students may select any two elective courses (6 Cr. Hrs.) above 300 level from the following list of courses provided to students who are majoring in economics.

Course #	Course Name	Cr. Hr.
ECON 403	International Trade	3
ECON 404	Public Finance	3
ECON 405	History of Economic Thought	3
ECON 410	Environmental Economics	3
ECON 413	Cost – Benefit Analysis	3
ECON 420	Institutional and Behavioral Economics	3
ECON 430	Research Methodology in Economics	3
ECON 440	Middle East Economic Development	4
ECON 450	Economics of Information	3
BSAD 490	Selected Topics in Business	3
BSAD 499	Independent Studies in Business	3

4. Intended Learning Outcomes for Business School Graduates

The Intended Learning Outcomes "ILO" of the undergraduate programs offered by Nile University business school are aligned with the National Academic References Standards "NARS", which can be summarized in the below tables:

	Intended Learning Outcome	ILO Code
General Capabilities (GC)	Use the scientific method of thinking and solving problems.	GC.01
	Employing knowledge and skills acquired in the area of specialization to serve society and the environment in a positive way.	GC.02
	Interacting with new developments at the global level and exploring the nature and impact of these new developments on the field of specialization.	GC.03
	Continuous learning in order to develop knowledge and professional skills pertaining to the field of specialization.	GC.04
	Commitment and taking responsibility for the accomplishment of the work assigned to the graduate in accordance with legal rules and ethical and professional standards.	GC.05
	Preparation of business models and evaluation of investment proposals.	GC.06
	Knowledge of computer and information technology	GC.07
Knowledge and Concepts (KC)	Understanding types of businesses or organization (private, public, non-profit) with its distinctive features and objectives.	KC.01
	Knowing the different environments (private, public, non-profit) in which organizations operate and their rules and policies.	KC.02
	Knowing recent developments, trends and contemporary issues related to specialization.	KC.03
	Applying basic principles, theories, approaches and schools of thought in the field of specialization.	KC.04
	Being aware of disciplines closely related to the students' specialization.	KC.05
	Knowing about scientific research methods, tools, and methods of measurement and analysis.	KC.06
	Integration of business sciences and other social sciences.	KC.07
	Internalizing business ethics and professional practice in the field of specialization.	KC.08

	Intended Learning Outcome	ILO Code
Professional Skills (PS)	Effective utilization and development of resources, human and otherwise and its preservation.	PS.01
	Carrying out market research and market analysis.	PS.02
	Searching and verifying the sources of the various information.	PS.03
	Collecting, analyzing, interpreting and explaining data and its economic and social indicators.	PS.04
	Design and implementation of administrative, accounting and insurance systems, per the field of study.	PS.05
	Use of scientific methods to solve practical problems.	PS.06
	Knowing the basis and principles of auditing and performance appraisal.	PS.07
	Preparation, presentation and interpretation of reports in the field of specialization in a scientific manner.	PS.08
	Use of computer applications and information technology in the field of specialization.	PS.09
	Using and employing results of research and studies to improve work environment and performance levels.	PS.10
Intellectual Skills (IS)	Analyze, deduce, and follow the scientific approach in thinking.	IS.01
	Apply the foundations and principles of innovative thinking.	IS.02
	Critical thinking in solving problems and be able to determine positive and negative sides in issues presented.	IS.03
	Dealing with numbers, analyzing them and interpreting their meanings.	IS.04
	Dealing positively with different situations and be able to divert threats and find out the opportunities in difficult situations.	IS.05
	Presentation of ideas and viewpoints clearly and in a scientific manner and supported by evidence and proofs.	IS.06
Soft Skills (SS)	Effective Time Management.	SS.01
	Effective Communication and Influence on Others.	SS.02
	Effective communication and networking with others. Teamwork.	SS.03
	Cognitive and intellectual development and continuous self-learning.	SS.04
	Using methods of problem-solving at the individual or institutional level with high degree of efficiency.	SS.05
	Demonstration, presentation and dialogue.	SS.06
	Self-control and coping with work pressure.	SS.07
	Innovation, development and continuous improvement in work.	SS.08
	Using technical terms that reflects full understanding of understudy topics.	SS.09
	Knowledge of one of the widely spoken foreign languages.	SS.10

4.1. ILO Mapping for Business Administration Program Courses

4.1.1. University Requirements

Basic Skills

	ILO Code	CSCE 101B	NSCI 102	NSCI 103	MATH 110B	MATH 201B
General Capabilities (GC)	GC.01		X	X		X
	GC.02	X	X	X	X	
	GC.03	X	X	X	X	
	GC.04	X	X	X		X
	GC.05		X	X	X	
	GC.06					
	GC.07	X			X	X
Knowledge and Concepts (KC)	KC.01					
	KC.02				X	
	KC.03	X	X	X	X	X
	KC.04		X	X		X
	KC.05	X			X	X
	KC.06					X
	KC.07				X	X
	KC.08					
Professional Skills (PS)	PS.01		X	X		
	PS.02					X
	PS.03	X				
	PS.04	X	X	X	X	X
	PS.05					
	PS.06				X	X
	PS.07					
	PS.08	X	X	X		X
	PS.09	X			X	X
	PS.10					
Intellectual Skills (IS)	IS.01				X	X
	IS.02	X	X	X		
	IS.03	X	X	X	X	X
	IS.04		X	X	X	X
	IS.05		X	X		
	IS.06		X	X		
Soft Skills (SS)	SS.01	X	X	X	X	
	SS.02	X				
	SS.03		X	X		X
	SS.04	X		X	X	X

SS.05	X	X	X	X	X
SS.06	X			X	
SS.07	X	X	X	X	
SS.08	X	X	X		
SS.09	X			X	X
SS.10	X			X	X

Human and Social Knowledge

	ILO Code	HUMA 101	SSCI 101	HUMA 102	SSCI 102	HUMA 103	SSCI 103
General Capabilities (GC)	GC.01	X	X		X		X
	GC.02		X		X		X
	GC.03	X	X		X		X
	GC.04	X	X		X		X
	GC.05		X	X	X	X	X
	GC.06						
	GC.07						
Knowledge and Concepts (KC)	KC.01						
	KC.02	X		X		X	
	KC.03		X	X	X	X	X
	KC.04		X		X		X
	KC.05						
	KC.06						
	KC.07	X		X		X	
	KC.08	X		X		X	
Professional Skills (PS)	PS.01		X		X		X
	PS.02						
	PS.03						
	PS.04		X		X		X
	PS.05						
	PS.06						
	PS.07						
	PS.08		X		X		X
	PS.09						
	PS.10	X		X		X	
Intellectual Skills (IS)	IS.01	X		X		X	
	IS.02	X	X		X		X
	IS.03	X	X		X		X
	IS.04		X		X		X
	IS.05	X	X		X		X
	IS.06		X	X	X	X	X
Soft Skills (SS)	SS.01	X	X		X		X
	SS.02	X		X		X	

	SS.03		X		X		X
	SS.04	X		X		X	
	SS.05		X		X		X
	SS.06						
	SS.07		X		X		X
	SS.08		X		X		X
	SS.09						
	SS.10						

4.1.2. School of Business Requirements

	ILO Code	ACCT 201	ECON 201	MGMT 201	BSAD 301	FINC 301	BSAD 401
General Capabilities (GC)	GC.01	X	X	X	X	X	X
	GC.02	X		X		X	X
	GC.03					X	
	GC.04	X		X		X	X
	GC.05	X	X	X	X	X	X
	GC.06			X		X	
	GC.07					X	
Knowledge and Concepts (KC)	KC.01			X	X	X	X
	KC.02			X	X	X	X
	KC.03			X	X	X	X
	KC.04			X	X	X	X
	KC.05					X	
	KC.06					X	X
	KC.07					X	X
	KC.08			X	X	X	X
Professional Skills (PS)	PS.01		X	X	X	X	
	PS.02						
	PS.03			X	X		X
	PS.04						
	PS.05					X	
	PS.06				X	X	X
	PS.07				X		
	PS.08			X	X		X
	PS.09					X	
	PS.10			X	X	X	
Intellectual Skills (IS)	IS.01		X	X	X		X
	IS.02			X			
	IS.03		X	X	X	X	
	IS.04					X	
	IS.05			X	X	X	
	IS.06			X	X		X
Soft Skills (SS)	SS.01			X	X	X	X
	SS.02			X	X		X
	SS.03		X	X			
	SS.04		X	X	X	X	X
	SS.05			X	X	X	X
	SS.06		X	X	X	X	X
	SS.07			X		X	X
	SS.08			X		X	
	SS.09		X	X	X	X	X

	SS.10		X		X	X	X
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4.1.3. Program Requirements

	ILO Code	ACCT 202	ECON 202	MKTG 301	MOIT 301	OPMG 301	OPMG 302	MGMT 303	FINC 305	COMM 401	BSAD 420
General Capabilities (GC)	GC.01		X			X	X	X	X		X
	GC.02	X		X	X	X	X	X	X	X	X
	GC.03	X			X	X			X	X	X
	GC.04	X		X	X	X		X	X	X	X
	GC.05	X	X		X			X	X	X	X
	GC.06				X		X		X		
	GC.07	X			X	X	X		X	X	
Knowledge and Concepts (KC)	KC.01	X	X	X	X	X		X		X	X
	KC.02	X	X		X	X		X	X	X	X
	KC.03	X		X	X	X	X	X	X	X	X
	KC.04	X			X	X	X	X	X	X	X
	KC.05	X		X	X	X	X		X	X	
	KC.06					X	X	X	X		X
	KC.07				X	X	X		X	X	
	KC.08	X		X	X	X			X	X	
Professional Skills (PS)	PS.01	X	X		X		X	X	X		X
	PS.02		X	X	X		X				X
	PS.03			X		X	X	X			
	PS.04				X	X	X				X
	PS.05	X			X				X		
	PS.06							X	X		X
	PS.07	X						X	X		
	PS.08			X	X	X	X	X		X	
	PS.09	X			X	X	X		X	X	
	PS.10				X	X	X	X	X	X	X
Intellectual Skills (IS)	IS.01	X	X		X	X	X	X			X
	IS.02			X	X	X	X				X
	IS.03	X	X	X	X	X	X		X		X
	IS.04	X				X	X		X	X	
	IS.05				X	X	X		X	X	X
	IS.06	X		X		X	X			X	X
Soft Skills (SS)	SS.01	X		X	X	X	X	X	X	X	X
	SS.02			X	X	X	X	X		X	X
	SS.03		X	X	X	X	X	X		X	X
	SS.04	X	X		X	X	X	X	X	X	X
	SS.05	X		X	X	X	X		X	X	
	SS.06		X		X	X	X	X	X	X	X

	SS.07	X		X	X	X	X	X	X	X	X
	SS.08				X	X	X		X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X		X

4.1.4. Specialization Requirements

4.1.4.1. Finance

Core Courses

	ILO Code	ACCT 301	FINC 302	FINC 303	FINC 304	FINC 402	FINC 405	FINC 406	FINC 408	BSAD 480	BSAD 481
General Capabilities (GC)	GC.01	X	X		X	X	X		X	X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X	X	X	X	X	X	X	X
	GC.04	X	X	X	X	X	X	X	X	X	X
	GC.05	X	X	X	X	X	X	X	X	X	X
	GC.06				X	X		X		X	X
	GC.07	X	X	X	X	X	X	X	X	X	X
Knowledge and Concepts (KC)	KC.01	X		X	X	X		X		X	X
	KC.02	X	X	X	X	X	X	X	X	X	X
	KC.03	X	X	X	X	X	X	X	X	X	X
	KC.04	X		X	X	X	X	X	X	X	X
	KC.05	X	X	X	X	X	X	X		X	X
	KC.06	X	X	X		X	X		X		
	KC.07	X	X	X	X	X	X	X	X		
	KC.08	X	X	X	X	X	X	X	X		
Professional Skills (PS)	PS.01	X		X	X	X		X		X	X
	PS.02				X			X	X	X	X
	PS.03	X	X	X	X	X	X	X	X	X	X
	PS.04	X	X	X	X	X	X	X	X		
	PS.05	X	X		X	X	X	X	X		
	PS.06	X		X		X	X	X	X	X	X
	PS.07	X	X	X	X	X	X	X	X	X	X
	PS.08	X	X	X	X	X	X	X	X		
	PS.09	X	X	X	X	X	X	X	X		
	PS.10	X		X	X	X	X	X	X		
Intellectual Skills (IS)	IS.01	X	X	X	X	X	X	X	X	X	X
	IS.02	X		X	X	X		X	X	X	X
	IS.03	X	X	X	X	X	X	X	X	X	X
	IS.04	X	X	X	X	X	X	X	X	X	X
	IS.05	X		X	X	X	X	X	X	X	X
	IS.06	X	X	X	X		X	X	X	X	X
Soft Skills (SS)	SS.01	X		X	X	X	X	X	X	X	X
	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X			X		X	X	X	X	X
	SS.04	X	X	X	X	X	X	X	X	X	X

	SS.05	X	X	X	X	X	X	X	X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07	X	X	X	X	X	X	X	X	X	X
	SS.08									X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

Electives Courses

	ILO Code	ACCT 303	MOIT 303	FINC 307	FINC 404	OPMG 405	FINC 407	FINC 409	FINC 410	BSAD 490	BSAD 499
General Capabilities (GC)	GC.01	X			X	X		X	X	X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X	X	X	X	X	X	X	X
	GC.04	X	X	X	X	X	X	X	X	X	X
	GC.05	X	X	X	X	X	X	X	X	X	X
	GC.06		X				X			X	X
	GC.07	X	X	X	X	X	X	X	X		
Knowledge and Concepts (KC)	KC.01	X	X			X	X			X	X
	KC.02	X	X	X	X	X	X	X	X		
	KC.03	X	X	X	X	X	X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05	X	X	X		X	X	X	X	X	X
	KC.06	X	X	X	X	X		X	X	X	X
	KC.07	X	X	X	X	X	X	X	X		
	KC.08	X	X	X	X		X	X	X		
Professional Skills (PS)	PS.01	X	X	X			X			X	X
	PS.02		X				X			X	X
	PS.03	X	X	X	X	X	X	X	X	X	X
	PS.04	X	X	X	X	X	X	X	X	X	X
	PS.05	X	X	X	X		X	X	X		
	PS.06				X			X	X	X	X
	PS.07	X	X	X	X		X	X	X		
	PS.08	X	X	X	X	X	X	X	X	X	X
	PS.09	X	X	X	X	X	X	X	X	X	X
	PS.10	X	X	X	X	X	X	X	X	X	X
Intellectual Skills (IS)	IS.01	X	X	X	X	X	X	X	X	X	X
	IS.02		X		X	X	X				
	IS.03	X	X	X	X	X	X	X	X	X	X
	IS.04	X	X	X	X	X	X	X	X	X	X
	IS.05	X	X	X	X	X	X	X	X	X	X
	IS.06			X		X	X			X	X
	SS.01	X	X	X	X	X	X	X	X	X	X

Soft Skills (SS)	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X	X			X	X				
	SS.04	X	X	X	X	X	X	X	X	X	X
	SS.05	X	X	X	X	X	X	X	X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07	X	X	X	X	X	X	X	X	X	X
	SS.08		X			X				X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

4.1.4.2. Management & Entrepreneurship

Core Courses

	ILO Code	MGMT 302	OPMG 303	FINC 304	MGMT 401	BSAD 402	MGMT 402	OPMG 405	MGMT 406	BSAD 480	BSAD 481
General Capabilities (GC)	GC.01	X	X	X	X	X	X	X	X	X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X		X	X	X	X	X	X
	GC.04	X	X	X			X	X	X	X	X
	GC.05	X	X	X	X	X	X	X	X	X	X
	GC.06	X		X					X	X	X
	GC.07		X	X				X		X	X
Knowledge and Concepts (KC)	KC.01	X	X	X	X	X	X	X	X	X	X
	KC.02	X	X	X	X	X		X	X	X	X
	KC.03	X	X	X	X		X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05	X	X	X	X		X	X	X	X	X
	KC.06		X				X	X			
	KC.07		X	X				X			
	KC.08			X	X	X					
Professional Skills (PS)	PS.01	X		X	X	X	X		X	X	X
	PS.02	X		X					X	X	X
	PS.03		X	X	X	X	X	X		X	X
	PS.04		X	X				X			
	PS.05			X							
	PS.06	X			X	X	X		X	X	X
	PS.07			X		X				X	X
	PS.08	X	X	X	X	X	X	X	X		
	PS.09		X	X				X			
	PS.10		X	X				X			
Intellectual Skills (IS)	IS.01	X	X	X	X	X	X	X	X	X	X
	IS.02	X	X	X			X	X	X	X	X
	IS.03	X	X	X	X	X	X	X	X	X	X
	IS.04	X	X	X				X	X	X	X
	IS.05	X	X	X	X	X	X	X	X	X	X
	IS.06	X	X	X	X	X	X	X	X	X	X
Soft Skills (SS)	SS.01	X	X	X	X	X	X	X	X	X	X
	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X	X	X		X	X	X	X	X	X
	SS.04	X	X	X		X	X	X	X	X	X
	SS.05	X	X	X	X	X	X	X	X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07	X	X	X	X	X	X	X	X	X	X

	SS.08	X	X			X	X	X	X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

Electives Courses

	ILO Code	BSAD 302	ACCT 303	OPMG 401	MGMT 403	MKTG 403	MGMT 404	MGMT 405	MOIT 420	BSAD 490	BSAD 499
General Capabilities (GC)	GC.01	X	X	X	X		X	X	X	X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X	X	X	X	X	X	X	X
	GC.04		X	X		X	X	X	X	X	X
	GC.05	X	X		X		X	X		X	X
	GC.06	X								X	X
	GC.07		X	X	X	X		X	X		
Knowledge and Concepts (KC)	KC.01	X	X	X		X	X	X	X	X	X
	KC.02	X	X	X	X	X	X	X	X		
	KC.03		X	X	X	X	X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05		X	X		X			X	X	X
	KC.06		X	X	X				X	X	X
	KC.07		X	X		X			X		
	KC.08		X	X		X	X		X		
Professional Skills (PS)	PS.01	X	X		X	X	X	X		X	X
	PS.02	X					X	X	X	X	X
	PS.03	X	X	X	X	X	X	X	X	X	X
	PS.04	X	X	X					X	X	X
	PS.05		X								
	PS.06	X			X		X	X	X	X	X
	PS.07		X						X		
	PS.08	X	X	X	X	X	X	X	X	X	X
	PS.09		X	X				X	X	X	X
	PS.10		X	X	X	X	X		X	X	X
Intellectual Skills (IS)	IS.01	X	X	X	X	X	X	X	X	X	X
	IS.02			X	X	X	X	X	X		
	IS.03	X	X	X	X	X	X	X	X	X	X
	IS.04		X	X					X	X	X
	IS.05	X	X	X	X	X	X	X	X	X	X
	IS.06	X		X	X	X	X	X	X	X	X
Soft Skills (SS)	SS.01	X	X	X	X	X	X	X	X	X	X
	SS.02	X	X	X	X	X	X		X	X	X
	SS.03	X	X	X	X	X		X	X		
	SS.04	X	X	X	X			X	X	X	X

	SS.05	X	X	X	X	X	X	X	X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07	X	X	X	X	X	X	X	X	X	X
	SS.08	X		X	X	X	X	X	X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

4.1.4.3. Integrated Marketing Communication

Core Courses

	ILO Code	COMM 301	MKTG 302	MKTG 303	MKTG 305	MKTG 307	MKTG 403	MKTG 417	MKTG 470	BSAD 480	BSAD 481
General Capabilities (GC)	GC.01					X			X	X	X
	GC.02		X	X	X		X	X	X	X	X
	GC.03	X	X	X	X	X	X	X	X	X	X
	GC.04	X	X	X	X	X	X	X	X	X	X
	GC.05					X				X	X
	GC.06					X				X	X
	GC.07					X	X	X		X	X
Knowledge and Concepts (KC)	KC.01			X	X	X	X	X	X	X	X
	KC.02		X	X	X	X	X	X	X	X	X
	KC.03	X	X	X	X	X	X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05	X	X	X	X	X	X	X	X	X	X
	KC.06					X					
	KC.07		X				X	X	X		
	KC.08	X	X	X	X	X	X	X	X		
Professional Skills (PS)	PS.01		X	X			X		X	X	X
	PS.02					X		X		X	X
	PS.03	X	X			X	X	X	X	X	X
	PS.04					X			X		
	PS.05										
	PS.06				X	X			X	X	X
	PS.07									X	X
	PS.08	X	X		X	X	X	X	X		
	PS.09					X		X			
	PS.10	X	X			X	X	X	X		
Intellectual Skills (IS)	IS.01	X	X		X	X	X		X	X	X
	IS.02	X	X	X	X		X	X	X	X	X
	IS.03		X	X	X	X	X		X	X	X
	IS.04					X			X	X	X
	IS.05	X		X	X	X	X	X	X	X	X
	IS.06	X	X			X	X	X	X	X	X
Soft Skills (SS)	SS.01	X				X	X	X		X	X
	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X	X	X	X	X	X	X	X	X	X
	SS.04	X	X					X		X	X
	SS.05	X		X	X	X	X		X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07					X	X	X		X	X

	SS.08	X	X				X	X	X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

Electives Courses

	ILO Code	MOIT 303	MKTG 304	MKTG 309	MKTG 401	MKTG 402	MKTG 405	MKTG 409	MKTG 418	BSAD 490	BSAD 499
General Capabilities (GC)	GC.01		X			X				X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X	X	X	X	X	X	X	X
	GC.04	X	X	X	X	X	X	X	X	X	X
	GC.05	X		X	X	X	X			X	X
	GC.06	X								X	X
	GC.07	X				X		X			
Knowledge and Concepts (KC)	KC.01	X	X	X	X	X	X	X	X	X	X
	KC.02	X	X	X	X	X	X	X	X		
	KC.03	X	X	X	X	X	X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05	X	X	X	X	X	X	X	X	X	X
	KC.06	X								X	X
	KC.07	X	X		X	X	X		X		
	KC.08	X	X	X	X	X	X	X	X		
Professional Skills (PS)	PS.01	X	X		X	X	X		X	X	X
	PS.02	X			X				X	X	X
	PS.03	X	X		X	X			X	X	X
	PS.04	X	X		X	X			X	X	X
	PS.05	X									
	PS.06		X							X	X
	PS.07	X									
	PS.08	X	X	X	X		X	X	X	X	X
	PS.09	X				X		X		X	X
	PS.10	X	X	X	X	X	X		X	X	X
Intellectual Skills (IS)	IS.01	X	X	X	X	X			X	X	X
	IS.02	X	X	X	X	X	X	X	X		
	IS.03	X	X	X	X		X	X	X	X	X
	IS.04	X	X							X	X
	IS.05	X	X	X	X	X	X		X	X	X
	IS.06		X	X	X	X		X	X	X	X
Soft Skills (SS)	SS.01	X				X		X		X	X
	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X	X	X	X	X	X	X	X		
	SS.04	X			X	X	X		X	X	X

	SS.05	X	X		X	X	X		X	X	X
	SS.06	X	X	X	X	X		X	X	X	X
	SS.07	X						X		X	X
	SS.08	X	X	X	X	X		X	X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

4.1.4.4. Operation Management & Supply Chains

Core Courses

	ILO Code	MKTG 303	OPMG 303	OPMG 304	MGMT 401	OPMG 401	OPMG 402	OPMG 406	OPMG 420	BSAD 480	BSAD 481
General Capabilities (GC)	GC.01		X	X	X	X	X	X	X	X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X		X	X	X	X	X	X
	GC.04	X	X	X		X	X	X	X	X	X
	GC.05		X		X			X		X	X
	GC.06			X			X		X	X	X
	GC.07		X	X		X	X	X		X	X
Knowledge and Concepts (KC)	KC.01	X	X		X	X				X	X
	KC.02	X	X		X	X		X		X	X
	KC.03	X	X	X	X	X	X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05	X	X	X	X	X	X	X	X	X	X
	KC.06		X	X		X	X	X	X		
	KC.07		X	X		X		X	X		
	KC.08	X			X	X		X			
Professional Skills (PS)	PS.01	X		X	X		X		X	X	X
	PS.02			X			X		X	X	X
	PS.03		X	X	X	X	X	X	X	X	X
	PS.04		X	X		X	X	X	X		
	PS.05										
	PS.06				X					X	X
	PS.07									X	X
	PS.08		X	X	X	X	X	X	X		
	PS.09		X	X		X	X	X	X		
	PS.10		X	X		X	X	X	X		
Intellectual Skills (IS)	IS.01		X	X	X	X	X	X	X	X	X
	IS.02	X	X	X		X	X	X	X	X	X
	IS.03	X	X	X	X	X	X	X	X	X	X
	IS.04		X	X		X	X	X	X	X	X
	IS.05	X	X	X	X	X	X	X	X	X	X
	IS.06		X	X	X	X	X	X	X	X	X
Soft Skills (SS)	SS.01		X	X	X	X	X	X	X	X	X
	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X	X	X		X	X	X	X	X	X
	SS.04		X	X		X	X	X	X	X	X
	SS.05	X	X	X	X	X	X	X	X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07		X	X	X	X	X	X	X	X	X

	SS.08		X	X		X	X	X	X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

Electives Courses

	ILO Code	BSAD 302	ACCT 303	MOIT 303	MKTG 305	MGMT 402	OPMG 403	OPMG 405	OPMG 407	BSAD 490	BSAD 499
General Capabilities (GC)	GC.01	X	X			X	X	X	X	X	X
	GC.02	X	X	X	X	X	X	X	X	X	X
	GC.03	X	X	X	X	X		X	X	X	X
	GC.04		X	X	X	X		X	X	X	X
	GC.05	X	X	X		X		X	X	X	X
	GC.06	X		X			X			X	X
	GC.07		X	X			X	X			
Knowledge and Concepts (KC)	KC.01	X	X	X	X	X		X	X	X	X
	KC.02	X	X	X	X			X	X		
	KC.03		X	X	X	X	X	X	X	X	X
	KC.04	X	X	X	X	X	X	X	X	X	X
	KC.05		X	X	X	X	X	X	X	X	X
	KC.06		X	X		X	X	X	X	X	X
	KC.07		X	X			X	X	X		
	KC.08		X	X	X				X		
Professional Skills (PS)	PS.01	X	X	X		X	X			X	X
	PS.02	X		X			X			X	X
	PS.03	X	X	X		X	X	X	X	X	X
	PS.04	X	X	X			X	X	X	X	X
	PS.05		X	X							
	PS.06	X			X	X				X	X
	PS.07		X	X							
	PS.08	X	X	X	X	X	X	X		X	X
	PS.09		X	X			X	X	X	X	X
	PS.10		X	X			X	X	X	X	X
Intellectual Skills (IS)	IS.01	X	X	X	X	X	X	X		X	X
	IS.02			X	X	X	X	X	X		
	IS.03	X	X	X	X	X	X	X	X	X	X
	IS.04		X	X			X	X		X	X
	IS.05	X	X	X	X	X	X	X		X	X
	IS.06	X				X	X	X	X	X	X
Soft Skills (SS)	SS.01	X	X	X		X	X	X	X	X	X
	SS.02	X	X	X	X	X	X	X	X	X	X
	SS.03	X	X	X	X	X	X	X	X		
	SS.04	X	X	X		X	X	X	X	X	X

	SS.05	X	X	X	X	X	X	X	X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07	X	X	X		X	X	X	X	X	X
	SS.08	X		X		X	X	X	X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X		X	X

4.2. ILO Mapping for Economics Program Courses

4.2.1. University Requirements

Basic Skills

	ILO Code	CSCE 101B	NSCI 102	NSCI 103	MATH 110B	MATH 201B
General Capabilities (GC)	GC.01		X	X		X
	GC.02	X	X	X	X	
	GC.03	X	X	X	X	
	GC.04	X	X	X		X
	GC.05		X	X	X	
	GC.06					
	GC.07	X			X	X
Knowledge and Concepts (KC)	KC.01					
	KC.02				X	
	KC.03	X	X	X	X	X
	KC.04		X	X		X
	KC.05	X			X	X
	KC.06					X
	KC.07				X	X
	KC.08					
Professional Skills (PS)	PS.01		X	X		
	PS.02					X
	PS.03	X				
	PS.04	X	X	X	X	X
	PS.05					
	PS.06				X	X
	PS.07					
	PS.08	X	X	X		X
	PS.09	X			X	X
	PS.10					
Intellectual Skills (IS)	IS.01				X	X
	IS.02	X	X	X		
	IS.03	X	X	X	X	X
	IS.04		X	X	X	X
	IS.05		X	X		
	IS.06		X	X		
Soft Skills (SS)	SS.01	X	X	X	X	
	SS.02	X				
	SS.03		X	X		X
	SS.04	X		X	X	X

SS.05	X	X	X	X	X
SS.06	X			X	
SS.07	X	X	X	X	
SS.08	X	X	X		
SS.09	X			X	X
SS.10	X			X	X

Human and Social Knowledge

	ILO Code	HUMA 101	SSCI 101	HUMA 102	SSCI 102	HUMA 103	SSCI 103
General Capabilities (GC)	GC.01	X	X		X		X
	GC.02		X		X		X
	GC.03	X	X		X		X
	GC.04	X	X		X		X
	GC.05		X	X	X	X	X
	GC.06						
	GC.07						
Knowledge and Concepts (KC)	KC.01						
	KC.02	X		X		X	
	KC.03		X	X	X	X	X
	KC.04		X		X		X
	KC.05						
	KC.06						
	KC.07	X		X		X	
	KC.08	X		X		X	
Professional Skills (PS)	PS.01		X		X		X
	PS.02						
	PS.03						
	PS.04		X		X		X
	PS.05						
	PS.06						
	PS.07						
	PS.08		X		X		X
	PS.09						
	PS.10	X		X		X	
Intellectual Skills (IS)	IS.01	X		X		X	
	IS.02	X	X		X		X
	IS.03	X	X		X		X
	IS.04		X		X		X
	IS.05	X	X		X		X
	IS.06		X	X	X	X	X
Soft Skills (SS)	SS.01	X	X		X		X
	SS.02	X		X		X	

	SS.03		X		X		X
	SS.04	X		X		X	
	SS.05		X		X		X
	SS.06						
	SS.07		X		X		X
	SS.08		X		X		X
	SS.09						
	SS.10						

4.2.2. School of Business Requirements

	ILO Code	ACCT 201	ECON 201	MGMT 201	BSAD 301	FINC 301	BSAD 401
General Capabilities (GC)	GC.01	X	X	X	X	X	X
	GC.02	X		X		X	X
	GC.03					X	
	GC.04	X		X		X	X
	GC.05	X	X	X	X	X	X
	GC.06			X		X	
	GC.07					X	
Knowledge and Concepts (KC)	KC.01			X	X	X	X
	KC.02			X	X	X	X
	KC.03			X	X	X	X
	KC.04			X	X	X	X
	KC.05					X	
	KC.06					X	X
	KC.07					X	X
	KC.08			X	X	X	X
Professional Skills (PS)	PS.01		X	X	X	X	
	PS.02						
	PS.03			X	X		X
	PS.04						
	PS.05					X	
	PS.06				X	X	X
	PS.07				X		
	PS.08			X	X		X
	PS.09					X	
	PS.10			X	X	X	
Intellectual Skills (IS)	IS.01		X	X	X		X
	IS.02			X			
	IS.03		X	X	X	X	
	IS.04					X	
	IS.05			X	X	X	
	IS.06			X	X		X
Soft Skills (SS)	SS.01			X	X	X	X
	SS.02			X	X		X
	SS.03		X	X			
	SS.04		X	X	X	X	X
	SS.05			X	X	X	X
	SS.06		X	X	X	X	X
	SS.07			X		X	X
	SS.08			X		X	
	SS.09		X	X	X	X	X

	SS.10		X		X	X	X
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4.2.3. Program Requirements

	ILO Code	ACCT 202	ECON 202	MKTG 301	MOIT 301	OPMG 301	OPMG 302	MGMT 303	FINC 305	COMM 401	BSAD 420
General Capabilities (GC)	GC.01		X			X	X	X	X		X
	GC.02	X		X	X	X	X	X	X	X	X
	GC.03	X			X	X			X	X	X
	GC.04	X		X	X	X		X	X	X	X
	GC.05	X	X		X			X	X	X	X
	GC.06				X		X		X		
	GC.07	X			X	X	X		X	X	
Knowledge and Concepts (KC)	KC.01	X	X	X	X	X		X		X	X
	KC.02	X	X		X	X		X	X	X	X
	KC.03	X		X	X	X	X	X	X	X	X
	KC.04	X			X	X	X	X	X	X	X
	KC.05	X		X	X	X	X		X	X	
	KC.06					X	X	X	X		X
	KC.07				X	X	X		X	X	
	KC.08	X		X	X	X			X	X	
Professional Skills (PS)	PS.01	X	X		X		X	X	X		X
	PS.02		X	X	X		X				X
	PS.03			X		X	X	X			
	PS.04				X	X	X				X
	PS.05	X			X				X		
	PS.06							X	X		X
	PS.07	X						X	X		
	PS.08			X	X	X	X	X		X	
	PS.09	X			X	X	X		X	X	
	PS.10				X	X	X	X	X	X	X
Intellectual Skills (IS)	IS.01	X	X		X	X	X	X			X
	IS.02			X	X	X	X				X
	IS.03	X	X	X	X	X	X		X		X
	IS.04	X				X	X		X	X	
	IS.05				X	X	X		X	X	X
	IS.06	X		X		X	X			X	X
Soft Skills (SS)	SS.01	X		X	X	X	X	X	X	X	X
	SS.02			X	X	X	X	X		X	X
	SS.03		X	X	X	X	X	X		X	X
	SS.04	X	X		X	X	X	X	X	X	X
	SS.05	X		X	X	X	X		X	X	
	SS.06		X		X	X	X	X	X	X	X
	SS.07	X		X	X	X	X	X	X	X	X
	SS.08				X	X	X		X	X	X
	SS.09	X	X	X	X	X	X	X	X	X	X

	SS.10	X	X	X	X	X	X	X	X		X
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4.2.4. Specialization Requirements

4.2.4.1. Economics

Core Courses

	ILO Code	ECON 203	ECON 301	ECON 302	ECON 303	ECON 304	ECON 308	ECON 312	ECON 318	BSAD 480-E	BSAD 481-E
General Capabilities (GC)	GC.01	X	X	X	X	X	X	X	X	X	X
	GC.02			X	X	X	X	X	X	X	X
	GC.03			X			X	X		X	X
	GC.04	X	X	X	X	X	X	X	X	X	X
	GC.05									X	X
	GC.06	X				X				X	X
	GC.07	X				X			X	X	X
Knowledge and Concepts (KC)	KC.01	X			X					X	X
	KC.02	X			X					X	X
	KC.03		X	X	X		X	X	X	X	X
	KC.04		X	X	X		X	X	X	X	X
	KC.05		X			X				X	X
	KC.06		X		X	X			X		
	KC.07	X				X			X		
	KC.08		X	X		X	X	X			
Professional Skills (PS)	PS.01	X			X		X	X		X	X
	PS.02	X			X	X				X	X
	PS.03					X				X	X
	PS.04	X				X			X		
	PS.05										
	PS.06	X				X				X	X
	PS.07									X	X
	PS.08										
	PS.09								X		
	PS.10										
Intellectual Skills (IS)	IS.01	X	X	X	X	X	X	X		X	X
	IS.02	X	X	X	X	X	X	X		X	X
	IS.03	X	X	X	X	X	X	X		X	X
	IS.04	X				X				X	X
	IS.05									X	X
	IS.06								X	X	X
Soft Skills (SS)	SS.01									X	X
	SS.02									X	X
	SS.03	X	X	X	X	X	X	X	X	X	X
	SS.04				X	X	X	X	X	X	X

	SS.05	X							X	X	X
	SS.06	X	X	X	X	X	X	X	X	X	X
	SS.07									X	X
	SS.08									X	X
	SS.09	X	X	X	X	X	X	X	X	X	X
	SS.10	X	X	X	X	X	X	X	X	X	X

Electives Courses

	ILO Code	MKTG 303	ECON 403	ECON 404	OPMG 404	ECON 405	OPMG 405	ECON 410	ECON 413	ECON 420	ECON 430	ECON 440	ECON 450	BSAD 490	BSAD 499
General Capabilities (GC)	GC.01		X	X	X		X	X	X		X	X		X	X
	GC.02	X	X	X		X	X	X	X	X		X		X	X
	GC.03	X	X	X	X		X	X		X	X	X		X	X
	GC.04	X	X	X		X	X	X	X	X		X	X	X	X
	GC.05				X		X			X	X			X	X
	GC.06								X				X	X	X
	GC.07			X	X		X		X				X		
Knowledge and Concepts (KC)	KC.01	X		X			X		X				X	X	X
	KC.02	X			X		X		X						
	KC.03	X	X	X	X	X	X	X	X	X		X	X	X	X
	KC.04	X	X	X		X	X	X		X	X	X	X	X	X
	KC.05	X			X	X	X				X		X	X	X
	KC.06				X		X		X		X			X	X
	KC.07				X		X		X						
	KC.08	X	X	X		X		X		X		X	X		
Professional Skills (PS)	PS.01	X		X				X	X			X	X	X	X
	PS.02		X						X					X	X
	PS.03				X		X				X			X	X
	PS.04				X		X		X					X	X
	PS.05														
	PS.06								X					X	X
	PS.07														
	PS.08				X		X							X	X
	PS.09				X		X						X	X	X
	PS.10						X						X	X	X
Intellectual Skills (IS)	IS.01		X	X	X		X	X		X	X	X	X	X	X
	IS.02	X	X	X	X		X	X		X	X	X	X		
	IS.03	X	X	X	X		X	X		X	X	X	X	X	X
	IS.04				X		X		X		X			X	X
	IS.05	X			X	X	X					X		X	X
	IS.06				X		X				X			X	X
	SS.01						X							X	X

Soft Skills (SS)	SS.02	x			x		x							x	x
	SS.03	x	x	x	x	x	x	x	x	x	x	x	x		
	SS.04		x	x	x	x	x	x	x	x	x	x	x	x	x
	SS.05	x			x		x	x	x		x			x	x
	SS.06	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	SS.07				x		x							x	x
	SS.08				x		x							x	x
	SS.09	x	x	x		x	x	x	x	x	x	x	x	x	x
	SS.10	x	x	x		x		x	x	x	x	x	x	x	x

5. Bachelor Programs Course Descriptions

5.1. University Requirements - General Education

English and Communication Skills

ENGL 101 English I (3 cr. hrs.)

The goal of the course is to develop college skills of reading, writing and critical thinking, to know how to select a topic, explore and organize ideas, use vocabulary efficiently, use correct grammatical structures and write an essay ranging between three to five paragraphs.

ENGL 102 English II (3 cr. hrs.)

Prerequisite/s: ENGL 101

The goals of the course include: Locating materials through observation, analysis, and critical reading, developing a focused thesis statement, developing well-structured paragraphs composed of an introduction, a body and a conclusion. Use of summarizing and paraphrasing skills.

ENGL 201 Writing Skills (3 cr. hrs.)

Prerequisite/s: ENGL 102

The goals of the course include: Locating materials for a research topic, using library and internet resources, summarizing articles and books, using quotation and source citation for professional papers, using inductive and deductive reasoning, developing the skills of scientific argumentation, persuasion, evaluation, and criticism needed for a research paper.

ENGL 202 Communication & Presentation Skills (3 cr. hrs.)

Prerequisite/s: ENGL 201

This course helps students learn and practice the skills of interpersonal and professional communication. Psychological, social, cultural, and linguistic aspects of communication are considered. Attention is given to human perceptions, interpersonal dynamics, patterns of inference, the arts of listening and convincing, as well as to the value of verbal and visual symbols. The course also helps students improve their skills in oratory, argumentation, and public presentation.

Basic Skills

CSCE 101B Computer & Information Skills for Business (3 cr. hrs.)

The goal of this course is to help the students to understand the architecture of the Operating Systems and the differences between the major operating systems. The topics should include Introduction to operating systems and the architecture of the operating systems. It includes General principles of Memory management, Process management, File system architectures and efficient use of web resources and managing data.

Practical part: should include Microsoft office (word, excel, PowerPoint)

MATH 110B Concepts of Mathematics Skills for Business (3 cr. hrs.)

This course introduces the basic concepts, ideas and tools involved in the application of mathematics in many areas, particularly engineering, computer science and business. Topics discussed include a basic introduction to elementary number theory, the algebra of sets, equivalence relations, linear and quadratic equations, roots of equations, systems of equations, graphs, exponential and logarithmic functions, complex numbers, zeros of polynomials, binomial theorem, and arithmetic and geometric series.

NSCI 102 Selected Topics in Natural Sciences (3 cr. hrs.)

A course in any of the fields of physics, chemistry, biology, geology, or environmental science.

NSCI 103 Selected Topics in Natural Sciences II (3 cr. hrs.)

A course in any of the fields of physics, chemistry, biology, geology, or environmental science.

MATH 201B Introduction to Probability & Statistics Skills for Business (3 cr. hrs.)

Prerequisite/s: MATH 110 or MATH 110B or consent of instructor

This course takes a non-calculus approach to probability and statistics; topics include permutations and combinations, independence, random variables, events, measures of location and variability, joint and conditional probability. The course also introduces descriptive and inferential statistics, including graphical methods and data description.

Applied Software: MS (Advanced Excel) - Mini Tab.

Human and Social Knowledge

HUMA 101 Introduction to Logic and Critical Thinking (2 cr. hrs.)

The course is a study of the processes by which the intellect conceptualizes, applies, analyzes, synthesizes, and evaluates the information it gathers from observation, experience, reflection, reasoning, and communication. The course also examines the elements of thought implicit in reasoning, such as assumptions; concepts, conclusions, implications, consequences, and frame of reference. Problems of moral philosophy and moral judgments, such as cultural relativism and subjectivism are also addressed. Theoretical approaches for answering questions about right and wrong are considered.

SSCI 101 Selected Topics in Egyptian and Arab Heritage (3 cr. hrs.)

A course highlighting aspect of the extraordinarily rich Ancient Egyptian, Coptic, and Islamic heritage of Egypt.

HUMA 102 Introduction to Ethics (1 cr. hrs.)

The emphasis of the course is on ethical issues and problems that arise in professional and business environments, such as integrity, civic responsibility, ethical conduct and misconduct, employee and corporate rights and responsibilities, and on issues concerning social and economic justice in a global economy.

SSCI 102 Selected Topics in World Cultures and Diversity (3 cr. hrs.)

This course exposes students to World Cultures both from a historical and a contemporary point of view. The course focuses on issues of globalization such as nationalism, struggle for identity and the conflicts caused by migration, racism, religious fundamentalism and terrorism. The course also emphasizes the positive aspects of multicultural societies, such as the sharing of resources and information and the increased understanding among the peoples of the world.

HUMA 103 Selected Topics in Humanities and Arts (3 cr. hrs.)

A course in any of the fields of literature, philosophy, art, music, or sports.

SSCI 103 Selected Topics in Social Sciences (3 cr. hrs.)

A course in any of the fields of sociology, economics, education, history, anthropology, psychology, or geography.

5.2. School of Business Requirements

ACCT 201 Financial Accounting (3 cr. hrs.)

Prerequisite/s: MATH 110 or MATH 110B or MATH 111 or consent of instructor

This is an introductory course on the fundamental concepts and techniques of financial accounting with specific emphasis on financial reporting. Topics covered include the financial reporting conceptual framework, generating the basic financial statements and their articulation, examining specific problems of accounting measurement and disclosure of receivables, inventories, plant assets and equipment, intangibles, liabilities, and owners' equity. **Applied Software:** MS (Advanced Excel).

ECON 201 Principles of Macroeconomics (3 cr. hrs.):

Prerequisite/s: MATH 110 or MATH 110B or MATH 111 or consent of instructor

This course covers the economic concepts and theories on the aggregate level. Topics covered include monetary and fiscal policies, gross domestic product, interest rate, inflation and deflation, unemployment, government deficit and debt, balance of payments, income distribution and economic growth and development.

MGMT 201 Principles of Management (3 cr. hrs.)

The course develops an understanding of management theories and management skills through an examination of the basic functions of management. The concepts of planning, organizing, leading, and controlling are enhanced to show how these basic principles can be used to create a healthy and thriving environment in today's global environment. Special attention will be given to decision making, problem solving, and leadership in an environment where productivity improvements is a major concern.

BSAD 301 Business Ethics (3 cr. hrs.)

Prerequisite/s: MGMT 201 or consent of instructor

This course emphasizes the importance of making business decisions in the light of moral principles and corporate social responsibility. It aims to introduce and familiarize students with the different ethical issues facing today businesses in order to help them develop appropriate organizational responses to such issues. The course examines frequent conflicts that may arise in conducting business activities such as employee rights, customer rights and how to deal with competition. Topics covered include free market and regulation, corporate strategy and stockholder relations, product testing and safety measures, racial and gender discrimination, etc.

FINC 301 Introduction to Finance (3 cr. hrs.)

Prerequisite/s: ACCT 201 and ECON 201

This course introduces the students to the main concepts of finance. Topics include the time value of money, management of working capital, capital budgeting, risk and return concepts, financial assets' pricing, corporate financial structure and the cost of capital. It also introduces students to the different types of financial markets/institutions namely: the money market, the capital market, the foreign-exchange market and the commodities market, the way they operate and how to evaluate market efficiency.

BASD 401 Business Law (3 cr. hrs.)

Prerequisite/s: MGMT 201 and BSAD 301 or consent of instructor

The objective of this course is to provide the students with the knowledge of the Egyptian legal system as well as an overview of the international law which is necessary to the making of informed and effective business decisions. Since law develops and evolves in response to the changing environment, this course will emphasize the impact of regulatory changes on business decisions.

5.3. Program Requirements

ACCT 202 Managerial Accounting (3 cr. hrs.)

Prerequisite/s: ACCT 201 or consent of instructor

In today's competitive marketplace, a structured coherent internal accounting system is essential for organizations to make better decisions. This course covers basic topics of management accounting and introduces a business management approach to the development and use of accounting information in decision-making, planning & control. Major topics include cost classification, cost behavior, cost-volume-profit analysis, relevant and marginal costing for pricing and operational decisions, and budget analysis.

ECON 202 Principles of Microeconomics (3 cr. hrs.):

Prerequisite/s: MATH 110 or MATH 110B or MATH 111 or consent of instructor

This course explains to students the patterns of supply and demand and the determination of output and prices. Topics covered include production possibility frontier, elasticity of supply and demand, labor markets and minimum wage, indifference curves, costs, scale and timing, factors of production and types of market competition.

MKTG 301 Principles of Marketing (3 cr. hrs.)

Prerequisite/s: MGMT 201

This is an introductory course in which the students will gain a basic overview of marketing and marketing management and the role it plays in organizations and society. The main topics discussed in the course are segmentation, targeting, positioning, development of new products, pricing, promoting and distribution of products and services.

MOIT 301 Information Systems and Technologies (3 cr. hrs.)

Prerequisite/s: CSCE 101B

This course provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision making in an exciting and interactive manner. As the information explosion continues, economies become global, and competition increases, information technology (IT) is being used as a tool to implement business strategies and gain competitive advantage, not merely to support business operations. This course takes a sociotechnical approach to the material presented. As such, it should be of interest to students of general management interested in information technology issues and to students of information technology interested in management issues.

Practical Part: Creating a database using Microsoft Access

OPMG 301 Operations Management (3 cr. hrs.)

Prerequisite/s: OPMG302

This course gives an overview of the basic principles, functions and concepts involved in making operational decisions in competitive organizations. Topics covered include operations strategy, forecasting, supply chain, capacity planning, location, aggregate planning, scheduling, materials management, productivity, and total quality management. This course includes field trips to industries and business. **Applied Software:** MS Excel

OPMG 302 Quantitative Methods for Business (3 cr. hrs.)

Prerequisite/s: MATH 201 or MATH 201B

The course covers fundamental theory, concept, research, and practice in operations research and management science. Topics include linear programming, integer programming transportation and assignment problems, forecasting techniques, simulation, queuing analysis applied to tactical and strategic business decisions in functional areas and interfaces among these areas. This course is excel-based. This course includes field trips to industries and business. **Applied Software:** MS Excel

MGMT 303 Human Resources Management (3 cr. hrs.)

Prerequisite/s: MGMT 201 or consent of instructor

This course provides an introduction to the field of human resource management. Students will learn about the roles and functions of members of the HR department. The emphasis of the course covers also every manager's responsibilities in managing human resources. Topics covered include staffing, job analysis, recruitment, workforce diversity, equal employment opportunity, compensation, safety and health at work, HR development, as well as an overview of strategic human resource management.

FINC 305 Corporate Finance (3 cr. hrs.)

Prerequisite/s: FINC 301 or consent of instructor

This course builds on the basic knowledge covered in the introduction to finance course with more in depth and quantitative examination of the principles of financial decision-making. It covers basic models of valuation of corporate capital, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure and various types of corporate capital employed. The course also provides necessary knowledge in evaluating different management decisions and its influence on corporate performance and value.

COMM 401 Internship & Service Learning (3 cr. hrs.)

Internships are driven by intentional learning goals and objectives which extend the student's knowledge and understanding of classroom outcomes and are accompanied by structured reflection. The summer internship is a cooperative education program that aims to provide business school Freshmen and sophomore students with an on-the-job work experience organized in an educational and academic manner. The working hours must be at least 3 weeks for freshman and sophomore students and must be related to the major of specialization only in summer.

BSAD 420 Strategic Management (3 cr. hrs.)

Prerequisite/s: Senior standing

This capstone course is intended to develop students' competencies and analytical skills in strategic decision-making. It allows students to integrate the knowledge acquired in different specialized functional areas of business administration in order to develop an integrated and strategic perspective of the organization. Relying mainly on the normative approach to strategic management, this course exposes students to the conceptual thinking and analytical tools required for situation analysis (including both environmental scanning and internal analysis), strategy formulation, strategy implementation, and strategy evaluation and control.

5.4. Majors Core and Electives

Accounting

ACCT 301 Strategic Management Accounting (3 cr. hrs.)

Prerequisite/s: ACCT 202 or consent of instructor

This course provides knowledge, principles, skills and an appreciation of the strategic nature of Management Accounting in an increasingly competitive global business environment. It presents an overview of strategic management accounting as well as the techniques needed to be able to formulate, implement a strategy, and assess the success of a strategy. In reaching its objective the course explores related management accounting topics such as, accounting for strategic management, value chain analysis and accounting, customer profitability analysis/customer accounting, competitor analysis/competitor accounting, the balanced scorecard, and benchmarking analysis.

ACCT 303 Cost Accounting (3 cr. hrs.)

Prerequisite/s: ACCT 202 or consent of instructor

In today's competitive environment, management and cost accountants have become part of the management team, participating in decision making, planning, and controlling activities. In such a challenging environment, cost accounting has emerged as an indispensable part of management information systems. This course covers in more details issues related to job costing systems, cost allocation, income effects of alternative stock costing methods, activity based costing, and budgetary control systems.

Business Administration

BSAD 302 International Business (3 cr. hrs.)

Prerequisite/s: MGMT 201 and MKTG 301 and FINC 301 or consent of instructor

This course introduces students to the world of international business by focusing on the social, economic, geopolitical and cultural dimensions of cross-border business and trade. The main topics covered include: special features of the international marketplace (geopolitics and geo-economic aspects, globalization and regional economic integration, international monetary and financial institutions, cross-cultural management, etc.), strategies to access and operate in foreign markets (export, foreign direct investment, joint-ventures, licensing, franchising, strategic alliances, etc.), as well as the ethical aspects related to international business.

BSAD 402 Corporate Governance (3 cr. hrs.)

Corporate governance deals with the complex set of relationships between the corporation and its board of directors, management, shareholders, and other stakeholders. In recent years, following continuing corporate failures, the regulators and legislators have intensified their focus on how businesses are being run. They are striving to create a template for new corporate governance and disclosure measures, which is beneficial for both the stakeholders and controllers. This course examines corporate governance practices as they currently exist in the USA, continental Europe, and Egypt as well as from selected countries around the world.

BSAD 480 Graduation Project I (3 cr. hrs.)

Prerequisite/s: Senior standing

This capstone project is designed to consolidate students' learning experience accumulated over the entire undergraduate study in a project. It employs an independent study format that is overseen by a project advisor and is taken during a student's final year in the program. Students in this course are encouraged to develop their generic competencies, as well as get prepared for professional practice in the workplace, for further academic pursuits, and for lifelong learning.

In a nutshell, it is a course designed towards cultivating the following desired graduate attributes: (a) critical thinking and problem-solving abilities, (b) creativity and innovation, (c) leadership and teamwork skills, and (d) entrepreneurship. Besides, an opportunity for students to enhance their continued development in fields and topics related to Business Administration.

BSAD 481 Graduation Project II (3 cr. hrs.)

Prerequisite/s: BSAD 480

This course is a continuation of BSAD 480 and focuses on the practical consideration required for developing and presenting a business plan, the primary output of the course. Topics include marketing, operations and financial plans; business plan write-up and presentation, etc. Students will be introduced to a software to help them creating professional business plans.

In the graduation project the students have to make one of the following:

- Publish a survey paper (the topic of their graduation project)
- Publish a contribution paper on Scopus indexed journal (add on – not mandatory – extra marks)
- Get approval from an industry expert about the accuracy and benefits of their work

BSAD 480-E Graduation Project I (3 cr. hrs.):

Perquisites: Senior standing

This capstone project is designed to consolidate students' learning experience accumulated over the entire undergraduate study in a project. It employs an independent study format that is overseen by a project advisor and is taken during a student's final year in the program. Students in this course are encouraged to develop their generic competencies, as well as get prepared for professional practice in the workplace, for further academic pursuits, and for lifelong learning.

In a nutshell, it is a course designed towards cultivating the following desired graduate attributes: (a) critical thinking and problem-solving abilities, (b) creativity and innovation, (c) leadership and teamwork skills, and (d) entrepreneurship. Besides, an opportunity for students to enhance their continued development in fields and topics related to Economics.

BSAD 481-E Graduation Project II (3 cr. hrs.):

Perquisites: BSAD 480-E

This course is a continuation of BSAD 480 and focuses on the practical consideration required for developing and presenting the students' skills. After the completion of the assigned topics, students should be ready for this project. The capstone of this project is: Actual business situation – in depth analysis. The project should examine the global economic environment of business - as well as a business plan that uses statistical tools and economic theory to create a comprehensive analysis of the micro and macro-economic environment in which the focal company operates.

When the requirements of the course major are fulfilled & the hands-on project is done, students will be eligible to share their knowledge and expertise with prospective employers and professional network.

BSAD 490 Selected Topics in Business (3 cr. hrs.), could be repeated for credit if content changes

Prerequisite: Approval of Program Director and consent of Instructor

This course covers current and emerging topics in the field of Business.

BSAD 499 Independent Studies in Business (1,2,3 cr. hrs.)

Prerequisite: Approval of Program Director and consent of Instructor

Supervised and directed individual study and research in special topics of relevance to the field of Business.

Communication

COMM 301 Introduction to Mass Communication (3 cr. hrs.)

This course provides an overview of the evolving media landscape with the strong edge of technology and horizontal structure of its mechanism. The course examines the robust context for and theoretical perspectives of electronic and emergent media in the 21st century. Additionally, the course traces the interrelated nature of the new media industry and producers, mediated messages, and audiences to examine how these changing relationships impact the mediated landscape.

Economics

ECON 203 Managerial Economics (3 cr. hrs.)

Perquisites: ECON 202

This course focuses on understanding individual economic behavior, competition, and market characteristics that are relevant to business and management. It includes: Using tools, concepts, and theories from microeconomics in performing demand and supply analysis, Non-strategic decisions, Strategic decisions, and identifying the connection between organization structure/scope and market competition.

ECON 301 Intermediate Macroeconomic Theory (3 cr. hrs.)

Perquisites: ECON 201

It is a study of the aggregate approach to economics, including the determination of output, employment, interest rates, and the price level. Inflation and stabilization policies, budget deficits and the national debt, business cycles, theories of consumption, and investment behavior.

ECON 302 Monetary Economics (3 cr. hrs.)

Perquisites: ECON 201

This course aims to provide the students with an introduction to role of money, financial markets, financial institutions, and monetary policy in the economy. It also includes the interaction between banking sector and financial markets in impacting domestic macroeconomic performance and the global economy.

ECON 303 Intermediate Microeconomic Theory (3 cr. hrs.)

Perquisites: ECON 202

This is designed as an intermediate course in Microeconomics. Knowledge of basic concepts is assumed, and new tools are developed to analyze individual decision making under constraints. We will look into consumer and firm maximization problems, and the General and Partial equilibrium models, imperfect competition models and some game theory fundamentals at the end of the quarter. Most of the topics will include real life applications.

ECON 304 Statistics for Economists (3 cr. hrs.)

Perquisites: MATH 201 or MATH 201B

It helps the students to identify and implement the appropriate inferential statistical tests to various hypotheses and determine the correct conclusion. (SPSS or Minitab is a Must in this course). Applications in Economics and Business are emphasized.

ECON 308 Labor Economics (3 cr. hrs.)

Perquisites: ECON 202

A survey of the demand for and supply of labor, investment in human capital, market structure and efficiency of labor markets, collective bargaining, income distribution, and unemployment.

ECON 312 Economic Development (3 cr. hrs.)

Perquisites: ECON 201 or ECON 202

This course is an introduction to development economics. It includes topical issues in development, market-oriented reforms, impact of globalization, urbanization and agricultural development; recent experiences in developing countries.

ECON 318 Introduction to Econometrics (3 cr. hrs.)

Perquisites: MATH 201 or MATH 201B

The course includes Classical linear regression model and the multiple regression model in matrix form; the criteria for estimators; multicollinearity, serial correlation, heteroscedasticity; identification and estimation of simultaneous equation models and applications. (S.W. Package: E-views is a Must).

ECON 403 International Trade (3 cr. hrs.)

Perquisites: ECON 202

The course helps the students to examine the economic theories of international trade, laws, and the regulations, the ways in which trade benefits nations and modern advancements that affect trade between nations.

ECON 404 Public Finance (3 cr. hrs.)

Perquisites: ECON 201

This course analyzes the economic considerations of the government's role in the economy. It is a study of public expenditures, public revenues, and public debts, principles of equity in the distribution of the tax burden.

ECON 405 History of Economic Thought (3 cr. hrs.)

Perquisites: ECON 201 and ECON 202

A survey of the history of economic thought, both theory and policy, with an emphasis on contemporary economic thought.

ECON 410 Environmental Economics (3 cr. hrs.)

Prerequisites: ECON 404

The goal of this course is to balance the economic activity and the environmental impacts, by taking into account all the costs benefits. Theories in this regard are designed to take into account: pollution, natural resources, and depletion – which current model of market systems fail to do.

ECON 413 Cost-Benefit Analysis (3 cr. hrs.)

Prerequisites: ECON 201 and ECON 202 and FINC 301

This course provides the conceptual foundations and practical knowledge needed to conduct cost benefit analysis. The course draws on a mixture of economic theory and real-life case studies to examine both the theoretical and practical issues involved in conducting such analysis.

ECON 420 Institutional and Behavioral Economics (3 cr. hrs.)

Prerequisites: ECON 201 or ECON 202

The course includes a range of topics including individual decisions, markets and public choice. It provides an overview of how behavioral principles have been applied to economic problems both in microeconomics and macroeconomics. It also introduces recent approaches to the study of institutions in economics and political science.

ECON 430 Research Methodology in Economics (3 cr. hrs.)

Prerequisites: ECON 201 or ECON 202

This course introduces the language of research, ethical principles, challenges, and the elements of the research process within quantitative & qualitative and mixed methods approaches.

ECON 440 Middle East Economic Development (4 cr. hrs.)

This course deals with the ME region as encompassing all countries of the Middle East and North Africa (MENA), or the area comprising the Arab States, Iran, Israel, and Turkey. These countries share common heritage as well as uncountable differences. The first half of the course surveys major development theories, and in the second half the application of these theories to different parts of MENA is explained. Case studies of particular countries (resource rich) and (resource poor) are used in applying the development theories to the region.

ECON 450 Economics of Information (3 cr. hrs.)

Prerequisites: ECON 202 and ECON 203

This course study the important economic factors affecting information technology industries. These industries are characterized by economies of scale (high fixed costs and low marginal costs of production), also large switching costs for users, and strong network effects. The very fast pace of advancement in information technology along with the aforementioned characteristics, make it necessary for students to be aware of the implications on the production and consumption markets of data and information.

Specially, how information is rising to be the premier input needed to improve productivity and efficiency of almost all other markets.

Finance

FINC 302 Money and Banking (3 cr. hrs.)

Prerequisite/s: FINC 301 and FINC 305 and ECON 202

This course focuses on the money market and covers the basic concepts of money supply, monetary policy and the role of financial intermediaries and the central bank. It introduces the students to the structure and operations of the banking sector and explains how to analyze banks' performance and creditworthiness. The course explains the regulatory framework of the banking sector in Egypt and the characteristics of the different types of banks (commercial, investment, specialized). It also sheds light on the rising trend of mergers and acquisitions in the industry.

FINC 303 Financial Statement Analysis (3 cr. hrs.)

Prerequisite/s: ACCT 201 and FINC 301 or consent of instructor

This course helps the students to develop core skills essential to financial statement analysis. It covers ratio analysis, cash flow analysis, pro forma financial statements, financial modeling and firm valuation using discounted cash flow techniques. Spreadsheet application is an essential educational tool in this course. **Applied Software:** MS (Advanced Excel).

FINC 304 Entrepreneurial Finance (3 cr. Hrs.)

Prerequisite/s: FINC 301 or consent of instructor

The course covers the basic financial tools that should be known to entrepreneurs with emphasis on the Egyptian market. Focus is given to start-ups and technology-based firms. It also covers the application of financial theory in a venture capital and private equity setting. This course is offered for non-finance majors only.

FINC 307: Commercial Bank Management (3cr.hrs.)

Prerequisite/s: FINC 302

The banking sector and services they offer are becoming globalized and most of financial service providers are growing quickly. A possible significant career opportunity is represented in the sector. The banking industry plays an important role in our lives and careers. The purpose of this course is to provide students with understanding of banking issues, including management and professional operations. The course will cover different aspects of this interesting part of the financial world, including introduction of organization and structure of the financial services industry as a whole and the banking sector particularly; management of deposit and non-deposit items; lending policies, lending to business and individuals; risk management on interest rates

and on liquidity; measuring and evaluating the performance of banks and their principal competitors.

FINC 402 Advanced Corporate Finance (3 cr. hrs.)

Prerequisite/s: FINC 305 or FINC 401 or consent of instructor

This is an advanced course that covers the firm's capital structure theory with emphasis on market imperfections such as financial distress and agency issues. Topics covered include the different ways used to raise external funds both short-term and long-term, corporate payout policy, corporate restructuring and advanced capital budgeting. The course also sheds the light on risk management tools. **Applied Software:** MS (Advanced Excel).

FINC 404 Options and Derivatives (3 cr. hrs.)

Prerequisite/s: FINC 408 or consent of instructor

The course covers the characteristics, pricing and hedging techniques of the basic derivatives securities; options, swaps, futures and forwards. It gives the students the opportunity to value derivatives and develop strategies based on their analyses.

FINC 405 International Finance (3 cr. hrs.)

Prerequisite/s: FINC 305 or FINC 401 or consent of instructor

This course introduces the students to the major concepts of international finance. Topics covered are international institutions and global investors, cross-border money and capital mobility, interest rates and inflation, monetary and fiscal policies, exchange rate determination and volatility, management of foreign exchange and country risks, currency and financial crises, international capital budgeting, the benefit of international diversification, cross-border valuation and corporate governance.

FINC 406 Mergers and Acquisitions (3 cr. hrs.)

Prerequisite/s: FINC 305 or FINC 401 or consent of instructor

The course covers the various aspects of the corporate acquisition market including synergies, valuation of acquisition targets, takeover defenses, the role of management as well as institutional shareholders.

Applied Software: MS (Advanced Excel).

FINC 407 Venture Capital and Private Equity (3 cr. hrs.)

Prerequisite/s: FINC 304

The course introduces students to the fundamentals of venture capital and private equity in terms of valuation, deal structuring, governance and harvesting. Topics covered are leveraged buyout, strategies of private equity funds, types of private equity transactions, options and hybrid financing structures and other special topics on the IPO market and incubation.

FINC 408 Investment and Portfolio Management (3 cr. hrs.)

Prerequisite/s: FINC 305 or FINC 401 or consent of instructor

The course examines and evaluates the major investment vehicles and strategies popular today. In particular, it will consider how investors allocate their financial assets by forming, managing, and evaluating portfolios containing instruments such as stocks, bonds, futures and option contracts, and mutual funds. The course helps developing a conceptual and theoretical background upon which the student can expand his or her knowledge of the field of investments.

FINC 409 Capital and Money Markets (3 cr. hrs.)

Prerequisite/s: FINC 302

This course presents in a simple and understandable way the role of the financial markets and the financial products in the competitive money and capital markets. It also explains to students the major international markets, primary, secondary and OTC markets, the mechanism of trading in capital markets, the major market players/participants, market instruments, the key risks faced by trading in the capital markets and the different risk-management tools used to hedge against such risks.

FINC 410 Fixed Income Securities (3 cr. hrs.)

Prerequisite/ FINC 408

This course covers the valuation and application of a wide variety of fixed income securities and their derivatives. Fixed income securities are financial claims including pure discount bonds, coupon bonds such as Treasury notes and corporate bonds, floating rate notes, callable bonds, among many others, issued by public or private entities. In the first half of the course, we focus on yield curve construction, duration and convexity, and formal term structure models. The goal is to introduce you to at least one equilibrium model and one no-arbitrage model, and to analytical tools used in interest rate modeling and risk management. In the second half of the course, we first focus on interest rate derivatives such as interest rate swaps, bond options and interest rate options, including caps, floors and swaptions, and the management of callable debt. The course looks beyond interest rate risk, and study other risks that can be inherent in fixed income securities such as credit risk, illiquidity risk, and the risks stemming from securitization. The course concludes with a discussion about credit default swaps – a fixed income derivative that is popular for transferring credit risks among market participants. Among topics not covered in the course are taxes, foreign exchange risk, the relations between macroeconomic variables and interest rates, as well as multi-factor models.

Management

MGMT 302 Introduction to Entrepreneurship and Small Business Management (3 cr. hrs.)

Prerequisite/s: MGMT 201 or consent of instructor

This course consists of three parts. The first part introduces students to the entrepreneurial activity. The second part concentrates on the survival and growth of small and medium enterprises (SMEs) and focuses on the managerial aspects of SMEs when compared to large firms. The third part addresses the unique challenges faced by family businesses. Topics covered include the benefits, drawbacks of being an entrepreneur, developmental structures and designs, focus development, management during fast growth periods, lack of resources and financing, development of sustainable intangible resources (legitimacy, status, reputation, etc). Other topics related to family business management include ownership, governance, management, succession planning, generational gaps, delegation, control and the role of non-family members.

MGMT 401 Negotiations & Conflict Management (3 cr. hrs.)

Prerequisite/s: MGMT 201 or consent of instructor

This course introduces the theory and practice of negotiations and explores various models of negotiation and bargaining. It also examines the nature of conflict as it occurs in organizations, and how conflict can be both constructive and destructive for the organization. The student will be able to develop his negotiation skills throughout this course.

MGMT 402 Innovation & Product/Service Development (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

Throughout this course the student will be able to understand the importance of innovation and the role it plays in the different aspects of the organization. A special emphasis will be put on technological innovations; those related to products (goods and services) and processes. The course will also introduce frameworks, tools, techniques, and perspectives that help learners to effectively develop and market new products and services. Topics covered include product life cycle concepts, the process of innovating and launching new products and services, adoption and diffusion of innovations, strategic product planning, and developing the service offering.

MGMT 403 Change Management (3 cr. hrs.)

Prerequisite/s: MGMT 301 or consent of instructor

Throughout this course the student will be able to learn basic principles of organizational change such as types of organizational change, identifying needs for change, resistance to change, change management processes, and other topics related to change management. The course will also introduce leadership, especially transformational leadership, as a critical factor to organizational change success.

MGMT 404 Service Management (3 cr. hrs.)

Prerequisite/s: MGMT 201 or consent of instructor

This course provides an appreciation and understanding of the unique challenges inherent in managing services when compared to physical goods. Students are introduced to concepts, theories, and practical tools that allow them to build service models and conceive and implement profitable service strategies. The main topics discussed include: developing services concepts, positioning services in competitive markets, creating relationships and building customer loyalty, improving service quality and productivity, as well as other issues related to pricing, promotion, positioning and design of services.

MGMT 405 Technology Inspired Business Models (3 cr. hrs.)

Prerequisite/s: MGMT 402 or consent of instructor

Develop a student's ability to find, evaluate, and develop raw technical ideas into commercially viable product concepts, and build those into business propositions.

MGMT 406 Entrepreneurial Business Consulting (3 cr. hrs.)

Prerequisite/s: MGMT 201 or consent of instructor

This course discusses new entrepreneurial concepts to help the students understand the real market applications of different departmental business areas. As well as, help the students make recommendations on how to address a defined business problem and sharpen their entrepreneurial business skills of starting, managing, and scaling up their business.

Marketing

MKTG 302 Consumer Behavior (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

This course studies the factors that influence the buying habits of consumers, the pre-purchase decisions and the post purchase evaluation processes. The course will provide the student with a broad analysis of the social, cultural, economic, and psychological factors that influence the decision-making process of consumers. Methods of measuring and analyzing consumers and consumer markets are introduced. Upon completion of this course the students will be able to understand why consumers make specific decisions about a product or service, what motivates them, what captures their attention and what retains their loyalty.

MKTG 303 Distribution Channels Management (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

This course explains the nature of distribution channels in organizations and the different types of channel members. Throughout the course the students will learn the different distribution channels, how to select the distribution partners and how to establish a successful distribution system. The course will also discuss the services offered by different channel members such as retailers, wholesalers, agents and brokers.

MKTG 304 Brand Management (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

This course introduces the students to the essential branding information, including common branding terms, the importance of brand value, the characteristics of a good brand name and the ability to build a strong brand for a product or a company. The students will also learn the different branding strategies and the signs that can indicate a troubled strategy. The course will expose the students to the challenges facing the launch of a new brand and how to face those challenges.

MKTG 305 B2B Marketing (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

The course focuses on marketing between organizations and the interaction and communication between businesses in the global marketplace. The students will learn aspects concerning the business-to-business marketing environment, business-to-business customer relationship management, the identification of market opportunities for intermediaries and organizations, business partnerships and supply chain strategies.

MKTG 307 Marketing Research (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

This course studies the role of research in the marketing process, the different research methodologies and the development of measurement techniques. Emphasis is placed on the nature and scope of marketing research methods for obtaining internal and external data and on the steps and processes involved in gathering and analyzing data.

MKTG 309: Sales Management & Growth Marketing (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

This course will help the student understand and apply the principles of sales management and growth marketing tactics. The course will first include a thorough understanding of the actual selling function. Topics that will be discussed include locating and qualifying your customer, how to make effective sales presentations, and how to handle objections and close the deal. The course will then focus on understanding the managerial implications of the sales force; planning the total sales effort, recruiting of salespeople, training, motivation, compensation, and evaluation of sales efforts. Students will be able to focus on strategies related to growing their business through sales and other marketing principles. It will prepare students to understand growth hacking tactics in early stage of startups.

MKTG 401 International Marketing (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

This course introduces the students to the techniques and strategies needed to apply the marketing concepts to the global marketplace. Students will learn how to develop marketing plans taking into account the different cultural, legal, economic and environmental aspects of overseas transactions. Topics discussed include product policy, channels, pricing, and promotion with special emphasis on multinational marketing strategies.

MKTG 402 Customer Relationship Management (3 cr. hrs.)

Prerequisite/s: MKTG 302 or consent of instructor

This course provides the students with the basic knowledge about the importance of long-term relationships with existing customers as a source of competitive advantage. The students will learn the strategies and methods used to increase customer satisfaction, to maintain customer loyalty and to improve customer relationships; the students will also gain knowledge about possibilities and principles of customer relationship management on different markets.

MKTG 403 Integrated Marketing Communication (3 cr. hrs.)

Prerequisite/s: MKTG 302 or consent of instructor

This course provides an integrative approach to the study of the promotion mix, including advertising, publicity, personal selling, sales promotion and reseller support. Students will learn how the different marketing communication elements work together to enhance the marketing function and to achieve maximum impact on the marketing plan and the organization performance. Students will develop an integrated marketing communication plan for a product, service or idea using the concepts and techniques learned in class. The course also considers the latest approaches of effective public relations, by reviewing the components of a public relations campaign, and examining what has worked for others, as you craft your own form and style.

MKTG 405: Public Relations (3 cr. hrs.)

Prerequisite/s: MKTG 403 or consent of instructor

The Public Relations aims to prepare IMC students with the best practices of conducting public relations that is suitable for all sorts of business ventures that would range from small start-up businesses, international companies, political campaigns, social programs, personal development, and other projects. The course considers the latest approaches of effective public relations, by reviewing the components of a public relations campaign, and examining what has worked for others, as you craft your own form and style. The course prepares the students to efficient and most updates learning outcomes of news releases, pitch letters, biographies, position papers, crisis communications, and other tools of a strategic public relations kit.

MKTG 409: Advertising & Visual Identity Designs (3 cr. hrs.)

Prerequisite/s: MKTG 403 or consent of instructor

The course aims to prepare the Marketing & IMC students on the best possible ways of covering of advertising strategy, design, implementation, which is based on research practice approaches. The course targets leveling students' potential on using advertising to communicate their value propositions in the best possible ways to their target audiences. It will also include the development and management of visual designs pertaining to the brand identity starting from creative brief to visualization and expression.

MKTG 417: Digital Marketing (3 cr. hrs.)

Prerequisite/s: MKTG 403 or consent of instructor

This course examines the nature of social marketing and how the adoption of marketing concepts, frameworks and techniques developed for commercial marketers can be applied to the solution of social problems. It also helps students understand how the digital economy works and develop the critical insights necessary to succeed in digital and social media marketing.

MKTG 418: Service Marketing & Customer Experience (3 cr. hrs.)

Prerequisite/s: MKTG 301 or consent of instructor

The course aims to expose students before graduating to the aspects and strategies of marketing for services and the innovative service concepts that may give a brand a real competitive advantage and sustaining success. Students will be exposed to service quality models, the service gap model and to close the customer gap and expectations. Students will be exposed to how to map the customer journey and strategically focus on delivering a seamless differentiated customer experience from strategy to tactics.

MKTG 470 Marketing Strategy (3 cr. hrs.)

Prerequisite/s: Senior standing

This upper-level course builds on concepts introduced in previous marketing courses. The focus of this course is strategic marketing analysis and marketing planning. The students will learn different marketing models and practices, the process required to develop marketing strategies, key strategic decisions

(value creation, communication, delivery...etc.), and will gain considerable experience in the analysis of complex marketing decisions.

Management of Information Technology

MOIT 303 E-business (3 cr. hrs.)

Prerequisite/s: MOIT 301 or consent of instructor

This course introduces students to the technological and strategic issues relating to the use of the Internet from a business perspective. The objective of this course is to introduce decision-making tools for how businesses use the Internet. Topics include Internet technologies, strategic implications of e-Business, pricing strategy, information-intensive products, online marketplaces, and issues of Internet privacy and security.

MOIT 420 Information Technology Strategy (3 cr. hrs.)

Prerequisite/s: Senior standing

This course prepares information systems officers and other professionals to develop an IT strategy that aligns business strategy with IT infrastructure; with emphasis on IT for competitive advantage. Emphasis will be placed on aligning CRM strategy and knowledge management process in order to improve CRM effectiveness and to sustain a competitive advantage. Topics covered include CRM business processes, Customer Knowledge Management, Customer Intelligence, Organizational factors, Business Analyst job, etc.

Operation Management & Supply Chains

OPMG 303 Introduction to Supply Chain Management (3 cr. hrs.)

Prerequisite/s: OPMG 301 or consent of instructor

The topics presented in this course include supply chain (SC) strategy, integrating supply chain within organizations, design and performance measurement of SC, outsourcing, logistics and financial impact of SC as they apply to transportation, distribution, inventory management, scheduling, project management, forecasting, and other operational issues. **Applied Software:** Quickbase, or Megaventory

OPMG 304 Introduction to Quality Management (3 cr. hrs.)

Prerequisite/s: OPMG 301 or consent of instructor

This course provides an overview on the continuous improvement process utilized in the management of quality in both production and service organizations. Emphasis will be placed on planning, documenting, implementing, and verifying quality assurance procedures. Topics covered include quality tools, measurement systems, statistical control, total quality management and 6-sigma. This course includes field trips to industries and business.

OPMG 401 Operations Management in Services (3 cr. hrs.)

Prerequisite/s: OPMG 301 or consent of instructor

This course deals with a firm's operations management function, with emphasis on service organizations. It examines critical competitive and strategic issues pertaining to service operations management. Topics covered include service facility design, location, layout, service quality, managing queues, managing capacity and demand, the service encounter, forecasting and project management. This course includes field trips to industries and business. **Applied Software:** Terllo.

OPMG 402 Logistics and Materials Management (3 cr. hrs.)

Prerequisite/s: OPMG 303 or consent of instructor

Various problems related to the procurement, handling, storing and distribution of materials in different stages of production will be discussed. The topics covered include purchasing, material requirement planning, material handling and transportation, just-in-time, systems, learn systems and material management information systems. This course includes field trips to industries and business. **Applied Software:** Arena Simulation

OPMG 403 Simulation Modelling and Business Dynamics (3 cr. hrs.)

Prerequisite/s: OPMG 303 or consent of instructor

This is an introduction to the basic aspects of modelling and simulation applied to problem solving and decision making in businesses with application to production/operations, logistics, service, and other systems. Emphasis will be on model building, application of basic statistical data analysis, and the use of simulation for design, evaluation, and improvement of operational systems. The topics include statistical models, queuing theory, random variable generation, design and analysis of experiments, verification and validation of simulation models. **Applied Software:** Arena Simulation

OPMG 404 Business Process Management (3 cr. hrs.)

Prerequisite/s: OPMG 303 or consent of instructor

This course provides an overview of the principles, concepts, trends and techniques required to transform businesses from a traditional, functional approach to a process-centric one. The course provides a survey of the various methods for architecture, analysis, design, and specification being used in the Business Process Management field and introduces participants to a simple audit that indicate where organizations are and what do they need to do to become process-centric. Topics include process mapping, performance measurement, performance improvement, and driving change. **Applied Software:** Any Business Process Management Software such as Pega or Scoro

OPMG 405 Project Management (3 cr. hrs.)

Prerequisite/s: MATH 201 or MATH 201B or consent of instructor

This course explores the overall scope of project management and its role in operations. The course reviews how project management differs from operations management, in terms of their uniqueness and the short term nature of projects compared with the relatively repetitive and enduring nature of operations. Emphasis is on the different reporting requirements for time and costs and the need for special contracts for projects, as well as other project aspects. Topics covered include project requirements, work breakdown structures, life cycles management, risk management, and general project management theory. **Applied Software:** Microsoft Project.

OPMG 406 Inventory Management (3 cr. hrs.)

Prerequisite/s: OPMG 303 or consent of instructor

This course examines the methods of production planning and inventory control for improving product competitiveness, cost, productivity and customer service. Topics include deterministic and probabilistic models, decision rules for inventory management, and just-in-time (JIT) systems or stockless production. This course includes field trips to industries and business. **Applied Software:** Any Open Source program such as ABD Inventory or Canvas.

OPMG 407 Procurement Management (3 cr. hrs.)

Prerequisite/s: BSAD 401 and OPMG 301 or consent of instructor

This course covers the role that procurement management plays in the business world and its value. It will discuss the different areas of procurement management such as: The Procurement Process-actual stages of procurement that businesses go through to acquire their goods and materials. Traditional and non-traditional versions. Ethics and Social Responsibility-The role that ethics plays in procurement management and why it is important for businesses and procurement teams to be socially responsible with their actions. Financial Management-The financial aspects such as information about how to manage spending and making smart purchases.

OPMG 420 Operations Strategy (3 cr. hrs.)

Prerequisite/s: Senior standing

This course addresses the development and implementation of production/operations strategy and the integration of this strategy with the corporate/business strategies. Topics include planning and implementation of operations strategies, organizational design for operations, productivity improvement, and the implementation of production planning and control systems. Issues related to supply chain coordination and the strategic impact of the Internet in particular, and of information technology in general, on supply chains and business models will be addressed. This course includes field trips to industries and business.