



Nile University, Business School

Executive Master of Business Administration (EMBA)

2020, Bylaws

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I. Graduate Admission Policy

1. Admission Requirements

All applicants wishing to take graduate courses at Nile University (NU) must apply to the Admissions Office whether or not they are planning to pursue a specific degree. All required materials for admissions, including the application fee receipt, should be sent directly to the Office of Admissions at NU.

Generally, applicants admitted to the NUBS Graduate Program are required to hold an appropriate university degree, preferably in a technology or business-related discipline. Decisions on admission to the university are made by the admissions committee based on the student's academic records, TOEFL, GRE or GMAT scores if available, recommendation letters, and the student's statement of purpose. General guidelines are a grade of “Good” from recognized universities in Egypt or a GPA of 3.0 from an accredited university or program. A TOEFL score of 61 internet based (IBT) or equivalent is required from applicants who did not receive their prior degrees from an institution where the medium of instruction is English. The academic committee of Nile University may admit an applicant with a GPA lower than 3.0 based on the overall evaluation of the applicant file, work experience, and his/her potential for successfully pursuing postgraduate studies. Other evaluation measures include a personal interview.

Specifically, the application file should include:

- The completed application form including the applicant's personal statement.
- Official degrees and transcripts of all university-level work certified by the granting institution including all degrees (both undergraduate and graduate) previously earned or not completed.
 - Applicants who did not complete their tertiary studies at an institution where English is the medium of instruction must take the Test of English as a Foreign Language (TOEFL) or equivalent. Test scores are valid for two years only.
- Applicants to the EMBA program must have a minimum of two years of relevant business experience supported by documentary evidence.
- Statement of purpose (written in English indicating why the applicant would like to join the program? and where he/she sees him/herself five years from now). Minimum 550 words and no more than 600.
- Three recommendation letters and recent Curriculum Vitae.
- Application fee of 1000 Egyptian Pounds.
- Six recent passport-size photographs.
- Photocopy of official ID or passport

Admission of an applicant to Nile University, for any semester, does not imply that such an applicant will be re-enrolled in any succeeding academic semesters. Every applicant for admission can be assured that all credentials will be carefully studied to select appropriately qualified students. Each application for admission may be examined by faculty members responsible for the graduate program. The Admissions Committee of Nile University may admit an applicant who doesn't satisfy all requirements, based on the overall evaluation of the applicant file, special merit, work experience, and his/her potential for successfully pursuing postgraduate studies.

The Admissions Office is responsible for informing each applicant of the results of his/her application. Applicants for admissions to NU should note the following:

- No action is taken until all required documents are included in the application file and the applicant's file is complete.
- Materials submitted in support of an application are not released for other purposes and cannot be returned to the applicant.

2. Categories of Admission

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

Full Admission:

Granted to applicants who have met all admission requirements.

Provisional Admission:

Granted for one semester only, to applicants who have not fully satisfied one or more of the application requirements.

Non-Degree Admission:

This category provides an opportunity for graduate study for qualified professionals who do not wish to work toward an advanced degree, but who for professional reasons need to continue to take graduate courses. Applicants who are applying under the non-degree status must submit all admission requirements outlined earlier, except for the GRE and the GMAT scores which they are exempted from. No more than twelve (12) credit hours may be taken while in this status.

A non-degree participant may apply for a change of status to a degree student after satisfying all of the admission requirements. The department/program of major will

consider accepting credit for courses taken under the non-degree status at NU but not to exceed 6 credit hours.

Auditors:

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. Participants are not eligible to sit for examinations, submit papers and assignments, earn academic credit and grade, or receive any enrollment certification from Nile University.

3. Re-Admission

Participants must submit a request to hold his/her registration during a specific semester. And EMBA director may grant this approval. Re-admission may be granted to participants in good academic standing who have not been continuously enrolled in regular sessions. Participants must contact the appropriate departmental office one month in advance of registration. If additional college work has been completed elsewhere since the last enrollment at Nile University, an official transcript will be required. Please refer to additional policies and procedures of the specific program for additional information about readmission. All participants must complete their degree in less than five years per the Supreme Council of Egyptian University policy.

II. Academic Regulations for Graduate Studies

1. Registration

Upon admission to Nile University, participants 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. Full-Time Study

Full-time participants are graduate students taking nine or more graduate credits in a regular semester.

3. Credit Hour 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 three additional hours of individual study each week for one semester.

4. Class Attendance

Class sessions and group meetings are considered not only academic but also professional activities. As such, participants are expected to attend group meetings and classes, regularly and punctually to ensure active and continued engagement in discussions, and a rich learning experience.

If a class must be missed, for whatever reason, the participant should notify the instructor and the program director, giving as much advance notice as possible. In all cases, it will be the participant's responsibility to make up for work missed. Under no circumstances will job interviews, fieldwork for any course, or personal circumstances that are not exceptional, be accepted as sufficient grounds for absence. Absences, even when justified, may be taken into account in the grading process at the discretion of the instructors, who will keep the program director informed of absences and late arrivals.

If class attendance in any course is less than 80% and with the approval of the instructor, the participant will automatically get a maximum grade of C on that course. Exceptions may be given with permission from the professor teaching that course and approval of the program director and the Dean upon prior notification.

Failure to comply with these policies is considered serious misconduct leading to potential dismissal or other action, as deemed appropriate by the instructor, the Program Director/Department Chair, and the Dean.

5. Students Evaluations in Courses

Participants evaluation in courses will be based on the following criteria:

- Exams and assignments
- Classroom performance
- Attendance / Participation
- Cases
- Projects / Presentations
- Other criteria that the instructor deems important for the course

Participants' evaluation tools are specified in each course syllabus. Participants have the right to receive the breakdown of their final grades into different components.

6. Examinations

Examinations are an integral part of any course and are conducted according to the following standards:

- Participants must pass examinations required for the successful completion of a course.
- Participants may not communicate or collaborate 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 instructor, and then only, within the limits set by the instructor.

7. Grading

Nile University uses the credit hour system for its curriculum and has adopted the following grading system for its graduate studies:

Letter Grade	Grade Point Value	Total Score in the Course
A+	4.0	95 and above
A	4.0	90
A-	3.7	85
B+	3.3	80
B	3.0	75
B-	2.7	70
C+	2.3	65
C	2.0	60
F	0.0	

In order to graduate, participants who score less than 3.0 in a course must improve their GPA by scoring at higher levels in other courses so that their GPA reaches 3.00 or higher. Participants who score “F” in a core or a capstone course cannot graduate until they acquire a passing grade in the failed course(s). Failed courses are not counted toward the earned credits.

Grades that show on the student’s transcript but are not included in calculating the GPA are shown in the table below.

I	Incomplete	The participant has not completed the course requirements and was allowed a grace period to complete it beyond the end of the semester.
W	Withdraw	The participant withdraws early enough before the instructor can evaluate his/her performance.
WP	Withdraw Pass	Based on the instructor's evaluation, the participant's work was satisfactory up till the time of withdrawal.
WF	Withdraw Fail	Based on the instructor's evaluation, the participant's work was unsatisfactory up till the time of withdrawal.
AU	Auditor	This grade is granted for auditors as a proof for course attendance.

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

- 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 divided by the total number of course credit hours completed.

8. Residency Requirement

Participants pursuing an EMBA degree or Master's degree must spend at least two semesters in full-time study at NU.

9. Masters Graduation Requirements

To be eligible for graduation, the participant must

- Complete 100% of the credit hours required for graduation at NU and accumulate a GPA of 3.0 or higher in a maximum of three years.
- Complete at least 36 Credit Hours.
 - Complete all business core Courses with a Passing grade (21 Cr. hrs.)
 - Complete all business analytic Courses with a Passing grade (9 Cr. hrs.)
 - Complete one Elective Courses with a passing grade (3 Cr. hrs.)
 - Complete one capstone course with a passing grade (3 Cr. hrs.)
- Total Number of transferred credits does not exceed 12 Credit Hours

At the end of the first academic year, a committee composed of the program director and selected staff evaluates each individual's GPA and will discuss with the student any concerns regarding his/her performance and the course of action required by the student for successful completion of the program. This process will be documented and included in the participant's academic file.

A participant whose GPA falls below 3.00 is put on probation and is allowed one semester to correct this discrepancy. If the participant's GPA continues to be lower than 3.00 at the end of the probationary period, s/he will be subject to dismissal from the program. However, the participant may submit a petition explaining the special circumstances that resulted in his/her low GPA. The student affairs committee reviews the case and may allow the participant to register for one last semester, during which s/he must eliminate the GPA discrepancy; otherwise s/he gets dismissed from Nile University.

Upon completing the masters' requirements, participants must apply for graduation at the Registrar's Office and pay graduation fees.

10. Transfer of Credit

As a rule, participants cannot transfer courses from any undergraduate program to a graduate program.

With the approval of the program director and the respective dean, up to 9 credit hours may be transferred from another accredited institution towards the degree requirements for the EMBA and other Masters' programs. A grade of "B" or better must be earned in courses considered for transfer. In general, students cannot transfer more than 25% of the credit hours required for graduation in any graduate program.

Credits that have been counted towards another degree cannot be transferred.

The program director and the Dean will map the approved transferred courses to their equivalent EMBA courses. The transferred credit hours will follow the EMBA credit hour system, 3 Credit hours per course, regardless of what were the credit hours of the transferred course in the other program.

11. Dual Degrees

Graduate participants may pursue two different degrees at Nile University, either simultaneously or consecutively. In either case, the student must apply to and be accepted by each program involved. The programs could be an MS, ME, MA, or EMBA. Regardless of whether the degrees are pursued simultaneously or sequentially, between 12 and 18 credit hours of course work could be double counted towards both degree programs, contingent upon the approval of each program department chair and school dean. In addition, to preserve the integrity of each degree, at least 50% of the courses required for each degree must be earned and counted solely towards that degree. Application for dual graduate degrees is available at the admissions office.

If the degrees are pursued simultaneously, the participant may request prior approval of the courses to be counted towards both degrees from the departments involved. In this case, the time allowed to complete both degrees are extended to eight years. In the case of sequential degrees, a period of up to five years is allowed between the dates of finishing one degree and completing the second.

12. Incomplete Policy

Participants who prove they have strong reasons for not completing a certain course maybe 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 participant is granted a grade of "I".

Participants must arrange with the instructor to complete the pending work before the end of the following regular semester. In case the participant fails to complete the required work, s/he will be automatically granted the grade assigned for the work already submitted.

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

- Reason for requesting the incomplete grade.
- Pending materials and assignments required for course completion.
- Tentative grade on the work already submitted.
- Deadline for submission of incomplete work which must not be later than the end of the following semester.

If participants have more than one incomplete grade, the credit hours of the incomplete courses will be counted towards the academic load of their next semester. If they have only one incomplete grade, it will not be counted towards the academic load of their next semester.

Participants must note that registration in some courses may be denied until the incomplete grade is changed to a passing grade.

By definition, participants are not allowed to petition for incomplete after a final grade has already been recorded on the student's record.

13. Voluntary Withdrawal from Courses

Participants who wish to voluntarily withdraw from courses during the semester must get approvals from their instructors and program directors. If a participant applies for withdrawal from a course(s) before the deadline for withdrawal without academic penalty, which is 15% of the course's contact hours, s/he gets a grade of "W" in that course(s). If the participant applies for withdrawal from a course(s) after the above-mentioned deadline, s/he gets grades of "WP" or "WF" in the course(s), depending on his/her performance in that course.

14. Voluntary Withdrawal from Program

Participants who wish to voluntarily withdraw from the program during the semester must get approvals from their instructors and program directors.

If the participant applies for withdrawal before the deadline without academic penalty, s/he gets a grade of "W" in all courses during this semester. If the applicant applies for withdrawal after the above-mentioned deadline, s/he gets grades of "WP" or "WF" depending on his/her performance in each course.

applicants who have withdrawn from a program and wish to apply for re-admission must do so in writing to the program director, one month in advance of the semester they intend to resume their studies. The application must explain their activities since leaving the program, and the reasons for wanting to rejoin it. The director will then decide whether or not re-admission is granted, based on the information submitted and the applicants' performance in the program before the withdrawal.

15.Course Retake Policy

Except in cases of academic dishonesty, this policy allows a participant who has received a grade of “C+” or less in a course to retake the same course or a substitute course. In this case, only the grade received when retaking the course will be counted towards the participant's GPA. The grade received during the first time the participant took the course will be shown on his/her transcript but will not count towards the student's GPA.

Under this policy, EMBA participants could repeat up to a maximum of 12 credit hours of course work. According to this policy, the participant is allowed to retake the same course or a substitute course upon the approval of the program director.

16.Re-Admission of Students with Academic Difficulties

Participants who were dismissed from the program because of academic difficulties may apply for re-admission if they had completed all the first-year courses with a GPA of 2.50 or higher. applicants cannot be readmitted before two years have elapsed since their dismissal, nor after four years since that date. In exceptional circumstances, the minimum period may be reduced to one year.

Participants who were dismissed from the program because of academic difficulties in the second year may apply to be readmitted in the term following the one in which the difficulties arose. The application for re-admission to the program must include a description of the professional activities performed since the withdrawal. participants must also make a compelling argument on why they should be readmitted to the program. The participant may be asked to take a re-admission examination and the program director and selected faculty members will then decide on the readmission applications.

17.Academic Integrity Policy

Nile University, its faculty, staff, and participants 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 that 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 a 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 participant(s) involved; and to the Dean/Program Director and the Vice President for Student Affairs within two weeks of the time, the instructor became aware of the incident. All participants involved in academic dishonesty will receive an official letter of warning from the Vice President for Student Affairs, 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.

When a case of academic dishonesty is reported with a recommendation for suspension or dismissal from the Instructor, the Vice President for student affairs will form an ad-hoc Academic Integrity Committee to investigate the case. The Committee will meet promptly to investigate the case and submit a recommendation to the Vice President who makes the final decision on the case presented to the Vice President for student affairs, who will evaluate the evidence and reopen the case if deemed necessary.

18. Transcripts

Participants graduating or withdrawing while in good standing are granted one free transcript of their academic record at NU.

Transcripts requests will not be processed during registration, examination, or graduation periods stated in the NU calendar.

III. EMBA Program Introduction

1. Program Description

The Nile University (NU) Executive Master of Business Administration (EMBA) is an eighteen months leading-edge professional program that focuses on case-study methodology and participants' active participation in courses. The program aims at creating a learning environment where participants have the opportunity to enhance their knowledge and develop the skills required for making decisions at managerial levels and hence accelerate their career development. While offering detailed courses in different functional areas of business, the program is designed to help participants develop a holistic and integrative approach to management. Learning is primarily based on case studies, simulations, and problem-solving exercises; which enhance participants' critical thinking and managerial skills in their areas of specializations.

2. Participant Profile

The EMBA program is designed for managers, entrepreneurs, and professionals with three to five years of professional experience, who are eager to acquire and develop their broad-based management skills in a practical and convenient format. It targets action-oriented, thoughtful people who are ready to re-examine their mindsets and attitudes to reach their full potential.

3. Program Outcome

Upon successful completion of the EMBA program at NU, each participant will be able to:

- Demonstrate **problem-solving and decision-making** abilities using **business analytic tools and skills** in analyzing global business problems and in making business decisions.
- Engage in **strategic management and value creation** that adds to the company's competitive position and its corporate social responsibility.
- Comprehensively **integrate different functional areas of business**, with special emphasis on local and regional markets.
- Demonstrate **entrepreneurial skills**, critical and creative thinking, and teamwork dynamics required for effective management and leadership.

4. International Partnership and Strategic Orientation for EMBA Program

One of the major reasons to update NU EMBA program is to be consistent with international standards. Thus, an effort to attain the university graduates' Professionalism, and to improve the educational content and enhance competencies to match what international universities offer in their EMBA program is exemplified in preliminary memorandum of understanding (MOU) that has been signed with the University of Tennessee at Martin (UTM) in the United States with the aim of enabling the NU EMBA program graduates to obtain a dual-degree from both universities

The University of Tennessee at Martin was selected due to its great experience in providing EMBA and it is ranked currently as the top of those universities that offer this program on-line. And such a feature will enable the college to use many distinguished professors in the United States and the rest of the world, not to mention the compatibility of this distance education with those conditions that the world is witnessing today and the transformation of many international universities to use this type of education.

The new program has been prepared in line with what the University of Tennessee at Martin offers, as its program requires participants to finish 30 credit hours to get their degree. According to the preliminary agreement, it has been agreed that the UTM would offer to participants who wish to obtain a dual-degree 22 credit hours, provided that Nile University will offer 14 credit hours more to complete the number of required credit hours needed to grant the degree according to its new program which is 36 credit hours. This is an initial understanding and once the final agreement is reached, a full proposal will be submitted to be approved by the concerned committees at the ESCU.

IV. EMBA Curriculum

The EMBA Program is designed to be offered over 18 months with a total of 36 credit hours. The program is designed so that participants can complete eight (8) core business courses during their first academic year, equal to 24 credit hours where every course in the program represents 3 credit hours. Each of these courses focuses on the functional areas of business, their interactions and dynamics within the organization, and the impact of internal and external factors on decision-making. As for the first half of the second year, participants can complete the last 4 courses of the program which is equal to 12 credit hours, provided that these courses include the capstone (corporate strategy course).

The detailed curriculum of the program is shown below.

1. Remedial Courses (8 credit hours that does not count toward the EMBA)

Those courses are directed to **non-business graduate participants only**. They represent remedial courses and prerequisites for only those participants to make them able to understand and grasp the advanced content of the business core courses.

All remedial courses are 2 credit hours each, and their credit hours will not be counted toward the required credit hours of the program.

Participants may take one or more of these courses based on their background, current status, and experience. The decision is made by the Director of the program and the interviewing committee.

Course Code	Course Name	Credit hours
ACCT 601	Financial Accounting	2
ECON 601	Macroeconomics	2
FINC 601	Financial Management	2
MKTG 601	Marketing Management	2
Maximum Number of Remedial Hours		8

2. Business Core Courses (21 Credit Hours)

Participants must complete seven (7) business core courses for a total of 21 credit hours.

Course Code	Course Name	Credit hours
ACCT 701	Managerial Accounting	3
ECON 701	Managerial Economics	3
FINC 701	Corporate Finance	3
MGMT 701	Human Resource Management	3
MGMT 702	Organization Behavior	3
MKTG 701	Marketing in the Digital Era	3
OPMG 701	Operation Management	3
Business Core Courses Credit Hours		21

3. Business Analytics Courses (9 Credit Hours)

Participants must complete three (3) business analytics courses for a total of 9 credit hours. These courses provide participants with the required business analytic tools and skills to improve the efficiency and effectiveness of business decisions.

Course Code	Course Name	Credit hours
BSAD 701	Statistics for Business Decisions	3
BSAD 702	Business Research Method	3
ECON 702	Data Mining & Data Processing	3
Business Analytics Courses Credit Hours		9

4. Elective Courses (3 Credit Hours)

All participants will complete one (1) elective course from the following list. And it will be a different course offered by the school of business each semester.

Course Code	Course Name	Credit hours
BSAD 703	International Business	3
FINC 702	Investment Management	3
MGMT 703	Entrepreneurship & SME's Management	3
MGMT 704	Business Information System	3
MKTG 702	New Product Development	3
OPMG 702	Supply Chain Management	3
Maximum Number of Elective Courses Credit Hours		3

5. Capstone Courses (3 Credit Hours)

BSAD 704, "Corporate Strategy and International Competitiveness" is a capstone course. All participants must take this course in the last semester for them in the program.

Course Code	Course Name	Credit Hours
BSAD 704	Corporate Strategy and International Competitiveness	3
Capstone Courses Credit Hours		3

V. Course Description

N.B. Students cannot transfer courses from the undergraduate program to graduate program

ACCT 601 Financial Accounting

The course introduces students to the fundamental concepts and techniques of financial accounting with specific emphasis on financial reporting, including analysis and usage of financial accounting information. The course is divided into three parts. The first part of the course focuses on generating the basic financial statements and their articulation. In the second part of the course more specialized accounting issues are examined. The third part of the course addresses the importance of the cash flows statement and the use of financial analysis techniques to analyze and interpret financial statements.

ECON 601 Macroeconomics

This is a foundation course that covers basic economic concepts. It deals with macroeconomic variables, theories, policies, and discussions related to the functioning of a given economy. It covers issues such as unemployment, inflation, investment, and interest rates from an aggregate point of view. At the end of the course, participants are expected to critically assess how possible developments in the world economy will affect the economic environment. There should be a clear understanding of the arguments for and against specific policies taken into account consumers, workers, and businesses.

FINC 601 Financial Management

The Financial Management course encompasses two different aspects of finance, presented in two separate parts. The first part deals with issues related to the operational needs of funds and analyzes the characteristics of different investments in assets, qualities, and interpellations of each of them, risks and costs, as well as investment policies in currency congruent with the product, the market, and the environment. In the second part, the course examines the broad topic of investment analysis, using a systematic application of the techniques of the current value and internal rate of return, the appropriate criteria for determining proper cash flows appropriate for each project, and their variability in terms of the type of project in question.

MKTG 601 Marketing Management

This course exposes students to the fundamental and emerging concepts of marketing, the analytical tools used, and the “language” of marketing in both industrial and service organizations. Topics include the 5 Cs of marketing analysis (Company, Customers, Competition, Collaborators, and Context), the STP marketing process (Segmentation, Targeting, and Positioning), and the 4 Ps marketing mix (Product, Price, Place, Promotion).

ACCT 701 Managerial Accounting

This course is intended to initiate students in the “language” of relevant costs for decision-making, understanding the nature and behavior of costs, and becoming familiar with the contribution margin concept. It also covers understanding and mastering the economic principles governing decision-making. The course further explores the use of cost information when selecting operational alternatives and in budgeting and performance evaluation.

ECON 701 Managerial Economics

Participants in this course learn to apply economic models and rationale choice to business decision making. The topics covered in this course include an overview of what managerial economics means; price determination of good and services using basic demand and supply principles; the duality between costs minimization and profit maximization in production; market structure and pricing and output decisions; and the economics of information and the role of government in the marketplace.

FINC 701 Corporate Finance

The main objective of this course is to provide a comprehensive introduction to the main principles of corporate finance. Topics covered include risk, the rate of return, analysis of sources and cost of internal and external funding, capital structure, and dividend policy. The course will answer two questions: what the cost of money is and where to obtain funds for the company.

MGMT 701 Human Resource Management

The primary purpose of this course is to understand the current context and practice of human resource management in a corporate setting. Course topics include the selection process, compensation, performance development, and evaluation systems, talent management, corporate training, and maintaining an effective and fair work environment. Like other management practices, human resource management has been undergoing major changes. This course is designed to familiarize students with current human resource best practices and laws that apply to their careers regardless of their field.

MGMT 702 Organizational Behavior

This course focuses on human behavior in organizations. It introduces students to the impact of individual behaviors, group dynamics, and structures on the overall performance of an organization. Topics include the understanding of human nature, individual differences and attitudes, motivation, dynamics within and between teams, power and authority, talent development, organizational change, and organizational structure and culture

MKTG 701 Marketing in the Digital Era

Digital media is an ever-growing resource of entertainment, news, shopping, and social interaction, and consumers are now exposed not just to what the company wants to say about their brand, but what the media, rivals, friends, family, peers, etc., are saying as well. Larger organizations need better governance and strategies while using digital media. Two stages are covered in this course to create a company digital strategy. First, the creation of a digital marketing plan. This is useful to get conformity and buy-ins by showing the opportunities and problems and map out a path through setting goals and specific strategies for digital including how they would incorporate digital marketing into other business activities. Second, digital becomes integrated into the firm's marketing strategy which is a core activity.

OPMG 701 Operations Management

This course concentrates on achieving the basic understanding needed to allow diagnosis and evaluation of the operating system. This is done by describing the Business Activity Sequence (BAS) of the firm and its basic operating variables (capacities, throughput, processes and procedures, planning and programming, conflict resolution, and human resources).

BSAD 701 Statistics for Business Decisions

Statistic techniques and methods are useful tools when we apply them to improve the efficiency and effectiveness of business decisions. Statistics deals with available data and provides through its techniques more reliable solutions than the other techniques. It helps managers to deal with uncertainty with more confidence, focusing on future pictures by using trend analysis techniques, making judgments without biased subjective ideas by testing hypotheses techniques, relying on a well-selected sample, and testing interactions and correlations between significant variables using different parametric and non-parametric techniques.

BSAD 702 Business Research Methods

This course introduces both research methods and research methodology. Research methods deal with those specific activities designed to generate data through the use of questionnaires, interviews, focus groups, projective techniques, experiments, or/and observations. On the other hand, the research methodology part covers the researcher's attitude and the researcher's strategy that he/she chooses to answer research questions. This course provides some answers to several research questions such as how a researcher can define his/her research objectives in a clear and precise way, how he/she can perform a systematic literature review and avoid plagiarism, how data required can be collected in a systematic objective way, and how data should be analyzed in a rigor way to provide valid and reliable answers to the research questions.

ECON 702 Data Mining & Data processing

Data mining is based on mathematical models and scientific methods. Data currently is growing in an exponential pattern. Getting useful information from these data became more and more critical. This course covers those techniques which are used to extract useful information from the data that the organizations collect from either internal or external sources and deposited in the company data warehouse. Those techniques include tracking patterns in the data, data classification techniques, techniques to identify associations among some events, those techniques required to create data clusters and grouping, techniques for prediction and building models, those techniques to identify the data outliers, and techniques to predict and forecast what is going to happen in the future.

BSAD 703 International Business

This course focuses on the international dimensions of strategy and management by exposing students to the economic, geopolitical, and cultural dimensions of cross-border business and trade. Topics include the globalization of industries, cross-cultural management, 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.

FINC 702 Investment Management

The course provides the students with a critical understanding of portfolio management techniques. Students will learn how to establish appropriate investment objectives, develop optimal portfolio strategies, estimate risk-return tradeoffs, and evaluate investment performance. Case studies and realistic practical examples will be used to address these topics.

MGMT 703 Entrepreneurship SME's Management

This course exposes students to the entrepreneurial process and the basic requirements to launch and operate a new business. Topics include the challenge of entrepreneurship, the entrepreneurial mindset, entrepreneurship, creativity and innovation, spotting opportunities and generating ideas, the feasibility analysis, the business model development, and the business plan preparation and development. In addition, the course addresses some specific issues facing small and medium enterprises (SME) and family businesses, especially during the first years of their lives.

MGMT 704 Business Information Systems

This course has two objectives: to introduce the basic concepts of information systems and to analyze their impact on companies' strategy and business models, both traditional and new ones based on digital infrastructures. An information system within an organization is the system needed to obtain, store, process, and distribute information relevant to planning, execution, and monitoring of an organization's activities. Part of the course is devoted to classical topics in information systems management. Other sessions focus on issues of planning and implementing information systems, as well as their impact on the organizational structure. The course also examines how to ensure that the business strategy is coherent. Finally, issues related to managing IT/IS are examined, including knowledge management, outsourcing, and management via ERPs, to conclude with a reflection on the real importance of information systems in companies today.

MKTG 702 New product Development

As human beings, we cannot hope to grow if we do not try something new. As entrepreneurs and businesses, there likewise can be little growth, and little competitive advantage, if there is not continual emphasis placed on the development of new products that consumers want and are willing to buy. This course covers extensively the new product development process (NPD) includes all of the steps necessary for businesses to create, develop, and promote new products, beginning with numerous brainstorming sessions that eventually lead to a concept or idea that must then be evaluated and tested before potentially being launched to market. The considerable investment must be made in the early stages of the process, to allow a company to evaluate and weigh the risk versus reward of proceeding with new product ideas before investing substantial amounts of time and financial resources on products that may eventually fail.

OPMG 702 Supply Chain Management

Logistics and Supply Chain Management (SCM) oversees the process of movement of materials, information, and finances as they move from suppliers to the manufacturer to wholesaler to retailer to consumer. The course aims at exposing students to the concepts of coordinating and integrating these flows both within and among companies. It will discuss how to reach the goal of designing and operating an effective supply chain management system that reduces inventory and improves process efficiency.

BSAD 704 Corporate Strategy and International Competitiveness

This course aims to incorporate academic knowledge and practical skills and competencies that have been acquired in other courses with comprehensive case reviews and shows how the various business deliverable units can merge in formulating and applying strategies in a global setting. To serve this goal, the course identifies and utilizes the different aspects of a business need to connect with predefined and formulated corporate strategies to succeed in harmonizing with the various stakeholders.