

تاسعا: ملخص توصيف المقررات

9. Summary of Course Contents For the Faculty of Business and Economics

2111 Principles of Accounting

مبادئ المحاسبة

This course explains to the students the very basis of accounting. The concepts of T-accounts, journals, and financial statements are explained. Students are also expected to create financial sheets on their own and understand how to classify the different transactions.

2132 Cost Accounting 1

محاسبة التكاليف 1

This course shows the students how to follow accounting methods using only the cost element. Students internalize the difference between the average cost per unit and marginal cost per additional product. Furthermore, students are shown how to apply it in a practical business environment and realize how It can change management's decisions for production and sales.

2151 Intermediate Accounting 1

المحاسبة المتوسطة 1

This course teaches students how to analyze, record and report transactions on a more advanced level. Students are challenged to prepare financial statements and balance sheets in real-life situations and demonstrate an understanding of each element and classification.

2152 Auditing

المراجعة

Students in this course are taught the essentials of auditing. The results of a lack of accounting oversight and accountability is emphasized. Different laws regarding the accounting practices and auditing are also mentioned. Students are challenged to review financial statements of different companies in order to understand the process of auditing.

2155 Accounting for Financial Institutions

محاسبة المؤسسات المالية

This course teaches methods of accounting in financial intermediaries and other financial institutions. It gives a complete understanding, right from scratch to preparation and analysis of financial statements. The course is supplemented with a number of interactive exercises, in accordance with the 'learn by doing' approach.

2161 Accounting Information Systems

نظم المعلومات المحاسبية

Students in this course are taught about the different kinds of computerized accounting programs and methods. Specifically students are familiarized with popular enterprise software such as SAP as well as methods of computerized accounting on small scales such as using excel or enterprise software for SMEs.

2162 Intermediate Accounting 2

المحاسبة المتوسطة 2

This course teaches students to understand the overall objectives of financial reporting. Furthermore, students are taught to describe the nature of the different transaction and its overall usefulness in business practices. Finally, students are taught how accounting impacts the management decision process and how it influences stakeholders' and shareholders' behavior.

2163 Electronic Systems Auditing

مراجعة النظم الإلكترونية

This course teaches student about the more advanced methods of auditing. Methods of planning for an audit are emphasized as well as the sequential process of the audit. Furthermore, the risk of the audit is outlined as well as methods of preparing the overall plan for conducting an audit.

2164 International Accounting

المحاسبة الدولية

This course focuses on the international and global regulations for accounting. International standards are highlighted as well as the different landmark legislations and restrictions on bookkeeping that have influenced accounting practices worldwide. Students are taught how to use accounting on an international basis with regards to taxes, the separate accounting regulations and the impact of the home country of a corporation.

2165 Tax Accounting 1

المحاسبة الضريبية 1

Students in this course taught the Egyptian tax code as well as methods of accounting for both individual and corporate taxes. The course emphasizes the essential nature of transparency when dealing the government and the impact of paying the taxes. Furthermore, students are taught about alternatives to paying taxes such as charitable donations.

2166 Topics in Accounting

موضوعات في المحاسبة

This course is used to learn, deliver, and teach the advanced topics in Accounting such as: Accounting for oil and gas companies, accounting for banks, or other specialized organization. Furthermore, it teaches accounting for not-for-profit and non-profit organizations.

2172 Advanced Accounting

المحاسبة المتقدمة

This course continues off of Intermediate Accounting II and dives into the topics of highly complex business structures. Students are expected to understand consolidated financial statements and their nature. Furthermore, students are taught to record intercompany transactions and accounting and reporting for the different segments of a business.

2173 Managerial Accounting

المحاسبة الادارية

This course teaches students the role of accounting in Just in Time (JIT) Management, Quality Management, and the Theory of Constraints. Furthermore, students are expected to Understand the basic concepts underlying the cost-volume-profit relationship in both a single and a multi-product firm. Students are also taught to Evaluate the acceptability of capital investment projects using different methods.

2181 Cost Accounting 2

محاسبة التكاليف 2

This course focuses on internalizing and applying the concepts learned for the course "Cost Accounting I". The students learn the essentials of cost accounting as well as their practical applications. Students are challenged to apply it themselves and to research examples of the impact of cost accounting on companies' bottom lines as well as in practices related selling at break-even point or even at a loss.

2183 Tax Accounting 2

المحاسبة الضريبية 2

This course is a specialized course in tax accounting. Students are taught about the different tax codes around the world. Furthermore, students are immersed strongly into the Egyptian taxation laws and are given the different practices and standards that are applied in order to comply.

2184 Governmental Accounting

المحاسبة الحكومية

This course is a highly specialized course which focuses on accounting for governmental institutions. Students are taught the methods of accounting and accountability in governmental companies and organizations. Students are taught how to keep books for these institutions and are taught about the different types of institutions.

2198 Internship (Accounting)

تدريب (محاسبة)

The Integral Enterprise Internship is to be taken as part of the Integral Enterprise requirements. Students are to take a 6 week internship. This internship is to take place in a take place within an organisation that is strongly committed to sustainable development as well as one that fits the classification of an integral enterprise. Students are after the internship students are required to produce a detailed report, illustrating their personal learning experiences and outcome, and demonstrating their ability to critically reflect such practical experiences with more theoretical classroom learning and material covered in the courses. The review is to be presented in writing and orally.

2199 Graduation Project (Accounting)

مشروع تخرج (محاسبة)

The graduation project is the capstone course of the programme. Each student is required to make a project with the field of in order to pass this course. Each project must have a supervisor and must follow proper methodologies for research. The project is to be presented in front of a committee at the end of the semester and is to be graded by the committee.

2211 Principles of Marketing

مبادئ التسويق

This course prepares students for understanding marketing in different contexts and different organizations. The students will understand marketing technical terms such as the four Ps, market segmentation, and so on. They also practice a variety of skills such as making reports and marketing plans, creating SWOT analyses, and so on.

2212 Research Methods

مناهج البحث العلمي

This course teaches students about the essential aspects of research. This research isn't limit to business methodology, but it also takes into account different, qualitative research methods from the Northern, Western, Eastern, and Southern domains. Students are taught how to use research as a method of bringing about change in society.

2221 Marketing Management

ادارة التسويق

This course teaches the students the essential elements of managing the marketing efforts of a business. Students understand the elements of the principles of marketing in practical terms such as how to use the four Ps in creating a marketing strategy. Furthermore, students are encouraged to research the different methods companies have used in order to come develop new products and marketing mixes.

2251 Consumer Behavior

سلوكيات المستهلك

This course introduces students to marketing from the perspective of the consumer. Students are introduced to the psychology of consumers and their action and reaction to different situations. Students are expected to understand the most important aspects of the consumer and be capable of carrying out research to identify and deal with their behavior.

2252 Services Marketing

تسويق الخدمات

This course focuses on the growing importance of services in the business field. Students are taught about the differences between physical goods and services. Furthermore, the different types of services and the different methods of branding and marketing them are introduced to the students. The growth of services vs goods in the world economy is highlighted and students are taught to appreciate their relevance in with regards to even physical goods.

2254 Sales Management

ادارة المبيعات

This course teaches students the role of both the sales manager and the sales agent in the process of marketing. Students are taught what it means to create sales territory, making relations with the customers and how to infuse ethical practices in the selling process.

2255 Customer Relationship Management

ادارة علاقات العملاء

This course emphasizes the importance of the customer and creating relationships with them in the organization. This course discusses the differing methods of creating relations through the different mediums. Furthermore, customer support is highlighted and its importance is shown to the students. The technologies behind CRM systems are also taught along with their theoretical foundations.

2256 Brand Management

ادارة الماركات التجارية

Students in this course are taught the importance of brands to the company. Students are taught about their value as well methods of enhancing, or degrading the value of the brands. Special emphasis is placed on consumers' perception of brands and how to impacts the company's overall performance.

2261 Strategic Marketing

التسويق الاستراتيجي

This course teaches students to think strategically about Marketing. Students should be able to think about the long term potential of a marketing plan or activity. They are also taught about the differences between strategic marketing and marketing management. Furthermore, they are taught how to create plans and strategies related to marketing

2263 E-Marketing

التسويق الالكتروني

This course introduces students to utilizing the internet and electronics in enhancing their marketing strategies. The usefulness of social media and e-word of mouth are emphasized in this course. Furthermore, the concepts of networking and using social media in Marketing are highlighted.

2264 Retailing

تجارة التجزئة

This course teaches students about the retailing and its measurement tools. Furthermore, students are taught to understand the retail management flow chart. Students will also be taught how to research the different aspects and opportunities in retailing and identifying how that could impact the firm's overall performance.

2265 Green Marketing

التسويق الأخضر

This course focuses on the ethical and developmental aspects of marketing. Ethical marketing, social marketing and sustainable development are all taught with relation to each other. The benefit of using green marketing towards the community and towards the company are highlighted as well as innovative ways with which it had been implemented by green companies.

2266 Product Development

تطوير المنتجات

Students in this course are taught the most essential elements of developing a new product from a marketing perspective. The perception of the customers, the possible diffusion of the product, potential competitors and barriers to entry and exit are all discussed. Furthermore, the essential elements of a successful product and product mix are emphasized.

2271 Corporate Social Responsibility

المسئولية الاجتماعية للشركات

This course teaches students about the importance of the corporation with regards to the society. Students learn about the position of the enterprise in the society around it and how improving this surrounding can help company performance. Furthermore, ethics in business and in marketing are highlighted and discussions are started from this perspective.

2273 Marketing Research

بحوث السوق

This course teaches students how to apply marketing and business research in a practical setting. Students will be taught how to identify appropriate methodologies for starting their research. Furthermore, students are challenged to apply the research themselves and gather data to analyze using different statistical and analytical techniques.

2281 Advertising and Promotion

الدعاية والترويج

This course teaches students about the importance and impact of advertising in the marketing practice. The different reasons as well as the different types of marketing used throughout the product's lifecycle are taught. Additionally, the different methods of sending the message as well as how it is received are discussed.

2282 International Marketing

التسويق الدولي

This course teaches students to understand marketing from a global platform. Students are encouraged to look at marketing through a multi-cultural view. Students should be able to analyze a country's statistics, data and cultures in order to come up with a cohesive marketing plan. Furthermore, standardization, localization and globalization are emphasized.

2283 Marketing Theory

نظرية التسويق

This course is a high level course of Marketing dealing with the underlying theories and foundations of marketing. Students are taught to differentiate between the theories of marketing and the neo-classical concepts of economy. Students are taught about the roots of the theoretical foundations of marketing while also understanding how they differ. The course also focuses on some of the most important theories of marketing such as Resource-Advantage Theory.

2298 Internship (Marketing)

تدريب (التسويق)

The Marketing Internship is to be taken as part of the Marketing requirements. Students are to take a 6 week internship. This internship is to take place within an organisation that is strongly committed to sustainable development as well as one that fits the classification of a marketing enterprise or be placed with the Marketing department within an organization. Students are after the internship students are required to produce a detailed report, illustrating their personal learning experiences and outcome, and demonstrating their ability to critically reflect such practical experiences with more theoretical classroom learning and material covered in the courses. The review is to be presented in writing and orally.

2299 Graduation Project (Marketing)

مشروع (تخرج تسويق)

The graduation project is the capstone course of the programme. Each student is required to make a project with the field of Marketing in order to pass this course. Each project must have a supervisor and must follow proper methodologies for research. The project is to be presented in front of a committee at the end of the semester and is to be graded by the committee.

2321 Micro-Economics 1

الاقتصاد الجزئي 1

This course aims to teach students economics on a smaller, micro scale. Students learn to contrast between effectiveness and efficiency and are taught self-sufficiency on a smaller level. Students are taught about economic concepts such as the elasticity of demand and the break-even point to understand how a business operates within the general economy.

2332 Engineering Economics

الاقتصاد الهندسي

This course delves into the economics of Engineering. This course takes its description of engineering economics from the Faculty of Engineering.

2333 Macro-Economics 1

الاقتصاد الكلي 1

This course teaches students about economics from a Macro standpoint. Students are taught about the essentials of macro-economics such as GDP, GNP, inflation, and so on.

Students are expected to understand how countries calculate and measure economic activity as well as the major macro factors that can impact an economy.

2341 Developmental Economics 1

الاقتصاد التنموي 1

This course gives a very cultural basis for studying economics. Students understand what a developing economy is and learn to contrast between economic development and economic growth. Students study the UN policies on developmental goals and learn the importance of developing an economy to reach social justice and sustainability. Students also learn to position a developing economy within the context of the global economy.

2352 Micro-Economics 2

الاقتصاد الجزئي 2

This course teaches students about more advanced topics in micro-economics. Topics such as companies and their impact on the economy and the elasticity of demand/supply

are studied in depth. Students are expected to internalize different concepts of the

2354 Macro-Economics 2

الاقتصاد الكلي 2

this course teaches more advanced topics in Macro-Economics. Students are taught advanced methods of calculating inflation, understanding general trends in the economy, and understanding how that relates to the economy and society around us.

2356 Feasibility Studies

دراسات الجدوى

Students in this course are taught about pre-investment studies. Students learn to analyze potential markets as well as project locations. Students are taught about financial appraisal as well as methods of assessing profitability.

2361 Econometrics 1

الاقتصاد القياسي 1

This course aims at teaching the students on a multidisciplinary view of finance. The merging of economic measuring tools (econometrics) with the financial markets is integral for students to understand finance on a holistic level. Impacts of financial markets on economic performance and indicators are highlighted.

2362 Political Economy

الاقتصاد السياسي

This course teaches students to become aware of their spirituality with regards to culture building. Students are challenged to connect their respective heritages with development and culture. Students are also taught the Eastern philosophical approach to development.

2364 Industry & Energy Economics

اقتصاديات الصناعة و الطاقة

This course aims to provide students with the opportunity to study and develop a broader understanding of the economics of energy. There is mounting evidence that the current global energy system has been growing far beyond what is globally sustainable and already poses a serious, and potentially irreversible, threat to global environmental quality and stability in future decades. The ongoing debates concerning global climate change and depleting non-renewable energy resources currently provide focus and create urgency for understanding and addressing these issues.

2365 Economic Policies

السياسات الاقتصادية

This course teaches students the important topics in economic policies. This course covers the topics of the location of the firm, space and economic activity, urban spatial structure, regional economic analysis, and urban and regional markets.

2366 Islamic Economics

الاقتصاد الإسلامي

This course teaches students about the fundamentals of Islamic economics. It teaches students about the core concepts behind Islam and how that religion can fit into an economic system. Students are also taught about certain historical aspects of Islam and how their economy functioned as an integral whole.

2367 Money and Capital

العمال و رأس المال

This course teaches students about the economies of money and capital. Students are taught about fiat currencies, the gold standard and the different monetary policies of the world. Students are introduced into more complex issues of inflation and money management as well as the time value of money.

2369 International Economics

الاقتصاد الدولي

This course teaches students the theoretical underpinnings of international economics. Students are taught about real practices in the free markets in the era of globalization. This course also teaches drawing theories and making conclusions about how theories are related to practice.

2371 Developmental Economics 2

الاقتصاد التنموي 2

This course teaches students from merely understanding and identifying different methods of developing an economy, to identifying ways to develop the Egyptian economy. Students are taught the concepts of conscious evolution within the context of an economy. This course delves deeply into the major issues facing developing countries and why a country finds difficulty breaking through to developed status.

2372 Econometrics 2

الاقتصاد القياسي 2

This course teaches students the mathematical foundations behind the economic theories and models. Students are taught the tools for measuring economic values. Students are challenged to apply the tools learned in real-life situations as well as calculate hypothetical situations while deducing the most efficient alternative to take.

2373 Environment Economics

اقتصاد البيئة

This course teaches students the economic structure of Egypt and its development with relation to the environment. This are taught to calculate economic output with regards to the environmental harm/preservation that is achieved. Students are challenged to look at the economy and the environment from a holistic perspective and by seeing the damage done to the economy through the destruction of the environment.

2374 Applied Economics

الاقتصاد التطبيقي

This course covers advanced topics contract theory, moral hazard and adverse selection in the area of applied microeconomics analysis. The student will be encouraged to explore research ideas in a systematic manner, and to start using these techniques to “model” economic phenomenon.

2381 Resource Economics

اقتصاديات الموارد

Participants of this course will get an overview on Subsistence Economics, and the relevant micro-perspective of social business which builds on the knowledge gained in the course Sustainable Economics I. This part of the Western Economic Path of Sustainable Economics is concerned with (1) the extent our society is oriented towards generating and measuring real wealth, and is institutionally configured and educationally oriented accordingly, and (2) the extent our communities and enterprises are modeled after nature, thereby sustainable and restorative, building up human, natural and financial capital.

2383 History of Economics

تاريخ الاقتصاد

This course teaches students to understand the major periods in the history of economic thought. Students are taught the evolution of economic theory from its philosophical foundations, to its major innovators to what it has become today. Students are also taught to analyze economic policies and see them in relation to today's conditions.

2385 Economics Theory

النظرية الاقتصادية

This course teaches students the paradigms and philosophy behind the existing and emerging economic concepts. Students are challenged to look back into the origins of Marxism, Marxism-Leninism, Keynesianism, neo-Keynesianism, and so on to see how the world was influenced by these concepts. Students are also introduced to Integral Economics and how it can be used to influence the Egyptian and Middle-Eastern Economic System.

2398 Internship (Integral Economics)

تدريب (الإقتصاد)

The Integral Economics Internship is to be taken as part of the Integral Economics Major requirements. Students are to take a 6 week internship. This internship is to take place in a take place within an organization that is strongly committed to sustainable development as well as one that fits the classification of an economic enterprise or organization, or be placed within a department with duties regarding the economy. Students are after the internship students are required to produce a detailed report, illustrating their personal learning experiences and outcome, and demonstrating their ability to critically reflect such practical experiences with more theoretical classroom learning and material covered in the courses. The review is to be presented in writing and orally.

2399 Graduation Project (Integral Economics)

مشروع تخرج (الإقتصاد)

The graduation project is the capstone course of the programme. Each student is required to make a project with the field of Economics in order to pass this course. Each project must have a supervisor and must follow proper methodologies for research. The project is to be presented in front of a committee at the end of the semester and is to be graded by the committee.

2421 Human Resource Management 1

إدارة الموارد البشرية 1

This course revolves around the economic imperative behind human resources. Students are taught the value of the human as well as the value added due to their education and training. Furthermore, students understand their relative cost/benefit to the firm as well as the impact of compensations on the overall performance of the firm and the economy.

2441 Entrepreneurship 1

ريادة الأعمال 1

This course helps the students understand what it means to be an Entrepreneur. Students are taught about making feasibility studies and understanding the market needs for starting a business. Additionally, student internalize the concept of being a green entrepreneur that adds value to the community. Entrepreneurship is explained as a method of society development and way to immerse oneself in the surrounding community.

2450 Project Management

إدارة المشروعات

This course is related to the management of production and service operations within an enterprise. This course will teach students how to analyze bottlenecks in an organization, find points of inefficiencies and improve the overall operations. Students will also be introduced to terms such as Total Quality Management and 6 Sigma as they find new ways to enhance the performance of the organization.

2451 Human Development 1

تنمية بشرية 1

This module will introduce students to the key concepts of managing people, involving an examination of organisational, human resource management and industrial relations theory. This will be achieved through relating relevant theory to practical people and organisational management issues. The main topics of study are as follows: The theory of strategic HRM; Strategic HRM and Business Strategy; Strategic HRM and Organisational Performance; Strategic employee involvement and participation; HRM in the public sector; HRM in Small and Medium Enterprises; HRM in the voluntary sector; Strategic HRM in the international context.

2452 Social Theories

النظريات الاجتماعية

This course teaches students to revisit development economics in conventional terms. Students are taught to reconsider economics from a sociological perspective. Students are also challenged to reconceive sustainable development in the light development and post-development economics.

2453 Business Ethics

اخلاقيات الأعمال

This course revolves around the responsibilities and ethical components of running a business. The differences between legal aspects and ethical aspects are highlighted. Students are giving role plays and simulations to put themselves in ethically ambiguous situations and try to find the most responsible way to deal. The purpose of this course is to teach student social responsibility in dealing with the surrounding community as well as with competing firms.

2454 Value Systems

نظم القيم

Course participants will track the history and emergence of Spiral Dynamics including the theoretical underpinnings of Clare W. Graves research methodology and the early applications of his seminal work. The course will provide an experiential exploration of the eight value systems identified by the Spiral Dynamics value system model. It is an effective model to offer insight in such areas as geopolitics, economics, religion, the arts, coaching and counseling, organizational design, education, health care, and other clearly identifiable manifestations of the social value systems existing in the world today. Students will see how these living systems emerge and evolve, their healthy and unhealthy expressions demonstrated experientially by music, cartoons, and films. Participants will gain insight into the nature of conflict, change, and healing. By the end of this seminar, participants will understand why conflicts and social ills still exist in hot spots around the world after years of effort to resolve them; and how to communicate with and align people, processes and purpose in order to facilitate healthy change and social evolution through natural design.

2455 State and Legal Philosophy

فلسفة الدولة و القانون

This course continues from Culture, Management and Development I. This course teaches students to become aware of their spirituality with regards to culture building. Students are challenged to connect their respective heritages with development and culture. Students are also taught the Eastern philosophical approach to development.

2456 Integral Development

التطوير المتكامل

Within this course, participants get basic knowledge on international development work as well as the capacity to critically evaluate development concepts and practices. Furthermore, the course will give the participants an overview on the basics of "Integral Development" that means a way of development that integrates different worldviews, different disciplines, different societal sectors, different levels of transformational depth and different elements of innovation ecosystems. This overview is a basic structure that contains the basic logic behind integral economics or integral enterprise.

2457 Leadership

القيادة

In this module we will give an overview on how leaders manage teams and how teams shape the requirements for effective leadership. In lectures we will review theories and models of group dynamics, communication, motivation, power, etc. and consider their implications for leadership in a team environment. In tutorials participants will have the opportunity to work together in teams on a practical assignment. During the module there will be a guest speaker to share their experiences and perspectives on leadership and teams.

2458 Sustainable Development

التنمية المستدامة

In this course students actively discover the principles of sustainable development with relation to major stakeholders from the public, private, civil and environmental sector. Students will be exposed to key literature in the field of stakeholder theory, corporate social responsibility, sustainable development, green economy, etc. This course teaches how sustainability fits into the overall concept of development, especially from the business and economy perspective. Students are taught how the world social and economic forums are contrasted in their efforts. Furthermore, students are taught to use comparative analysis in development with the help of existing models and frameworks to judge on the sustainability of a project on the micro and macro level..

2459 E-Business

التجارة الالكترونية

Students in this course are exposed to the concept of the virtual business. Students learn to differentiate between e-Commerce and e-business. Students learnt to understand the virtues of an electronic business model with regards to reduced costs, low initial capital and huge opportunities for growth. Students are also introduced to the concepts of CRM and e-business strategies.

2460 Hospital Management

إدارة المستشفيات

This course teaches students about management issues specific to Hospitals. Students are taught about managerial issues faced hospitals and matters relating to hospital efficiency, bed distribution, preparing for emergencies, and so on. Furthermore, this course teaches students about ways of running a 24 hour operation and how to manage the different shifts and time slots of employees and doctors.

2461 Human Resource Management 2

إدارة الموارد البشرية 2

This course focuses on the importance of the human element in an organization. Human Resources is explained as an essential resource and input that must be valued and cared for just as a materiel resource. Laws and policies regarding the human element are discussed as well as the different methods of managing these issues.

2463 Media and Public Communication

الأعلام والاتصال المجتمعي

This course teaches students the essentials of development. Students are introduced to concepts such as conscious evolution and personal development. Furthermore, the different philosophies from the Northern, Western, Eastern, and Southern tracks are emphasized.

2464 Network and Organization

الشبكات و المنظمات

Students will acquire knowledge of the modern 'organizational and inter-organisational approaches and perspectives, in particular network theory. Participants of the course will be able to compare different theoretical foundations with regard to the description of empirical problems (e.g. institutional economy, systems theory, sociological network theories, political economy etc.). Students will learn to describe empirical phenomena such as virtual organisations, value creation networks, manufacturers-supplier relations, mergers, joint ventures, etc. based on the mediated theories and interventions in terms of their challenges and solutions. Students will also get sensitized for the essential aspects of control, confidence and knowledge in interorganizational relationships.

2465 Politics, Polity, and Policy

السياسة والدولة

This course continues from Context, Management and Development I. It focuses on rooting economics in the particularity of place. Students are taught to develop the economy from a particular nature and community. Students are also taught the concept of developing an economy from Bottom up.

2466 Knowledge and Innovation Management 1

إدارة المعرفة 1

This course focuses on the knowledge as management as a part of the production and operations process. Students are taught about knowledge creation and knowledge based organizations/societies. Students are expected to contrast between operations management and organizational knowledge creation.

2467 Strategic Management

الإدارة الإستراتيجية

This course is designed to teach the students about managing in a strategic manner. Different methods of planning and strategizing are introduced. Furthermore, the importance of planning a vision, mission, objectives, aims and specific tasks for the whole organization and for the individual departments are emphasized. Different strategy types are introduced from different organizations and students are challenged to come up with strategies of their own.

2471 Global Social Challenges

التحديات الإجتماعية العالمية

This course will give students an overview on major social and human issues and challenges around the world and of their local context. Students will get to know key institutions and publications in the field of human development, human rights and social justice.

2472 Natural Resource Management

إدارة الموارد الطبيعية

This course provides a new view to natural resources, environment accounting, green GDP, sustainable development, domestic and global view of sustainable development. This course teaches students methods of managing thier natural resources in order to encourage development, while keeping resources for the future generations.

2473 Cross Cultural Management

ادارة الثقافات المختلفة

This module aims to develop among students the awareness and skills necessary for dealing competently with cultural diversity when operating in international business. The main objective of this module is to equip students with a critical understanding of the relationship between national culture and business in different parts of the world, in particular the cultural dimensions that need to be considered for managing people. Also, students will get an insight into selected legislative and institutional differences across countries/regions. Finally, the module aims to equip students with the skills to apply analytical frameworks to specific cases and to work in a multicultural team.

2474 Entrepreneurship 2

ريادة الأعمال 2

This course Delves much deeper into the theories and concepts of entrepreneurship as detailed in Entrepreneurship I. This course, however, focuses on the business after it is established. It focuses on the development and growth of the company and how and SME can remain competitive and innovative over its lifetime.

2475 Production Management

ادارة الانتاج

This course teaches students the essentials of production and production management. Students are taught the different methods of production used throughout history and the most recent developments in the field. Students will be challenged to come up with structures and plans for production and understand which method would be most appropriate for different situations.

2476 Human Development 2

تنمية بشرية 2

This course will provide students with an understanding of the social and cultural foundations of human development. The topics will be explored with both national and international comparisons from infancy through adolescence.

2477 Organizational Development

تنمية المنظمات

This module aims to create student's understanding for deliberately planned, organization-wide effort to increase an organization's effectiveness and/or efficiency and/or to enable the organization to achieve its strategic goals. It is about promoting organizational readiness to meet change, and systemic learning and development strategy intended to change the basics of beliefs, attitudes and relevance of values, and structure of the current organization to better absorb disruptive technologies, shrinking or exploding market opportunities and ensuing challenges and chaos. Students will understand that Organizational Development interventions are about change that involves people - but also develops processes, systems and structures.

2478 Planning and Control

التخطيط والرقابة

This course focuses on the strategic and operational elements of management. Students internalize the connections between the planning and strategies made, and the controlling measures to ensure their implementation. This course teaches essential tools for measuring and controlling performance with control charts, Pareto charts, and so on.

2479 Management Information Systems

نظم المعلومات الادارية

This course helps the students understand the essential aspect of technology in the business environment. Students will learn to structure and use an MIS as well as interpret the results that it brings out. Furthermore, students will be asked to make their own models of an MIS and create a structure for their preferred business and study how it would impact the business if implemented.

2481 Social and Business Psychology

علم النفس الاجتماعي والأعمال

The aim of this module is to give non-psychology students an understanding of the issues, theories and methods on business psychology. The history, philosophy and methodology of this particular branch of psychology will be discussed, as well as how business psychology is applied in organisations. The module consists of a selection of key topics in psychology, with emphasis on biological aspects of psychology and on cognitive psychology. The module also includes an introduction to psychology research methodology. There are some tutorials, assignments and practical experiments.

2482 Technology Management

إدارة التكنولوجيا

This course teaches students about the management techniques of management. Students are taught about the difficulties of managing technology due to its fast moving and changing nature. The course deals with being capable of quickly changing and adapting to new technological realities and acting accordingly.

2484 Small Business Management

ادارة المشروعات الصغيرة

This course teaches students the characteristics of small businesses as well as the different theories around SMEs. Furthermore, students are expected to understand the main reasons for their successes and their failures. Students are also taught about the difference between management and entrepreneurialism as well as the main forms of ownership of SMEs.

2485 Organization Theory

نظرية المنظمة

This course focuses on the basic elements and theories of organizations. Here, students are taught about the essentials of organizations and the different theories regarding their makeup. Students are expected to view the organization from the viewpoints of differing professions and disciplines and understand the organizational makeup of various enterprises. Then, students are expected to make a theoretical design of an organization

2486 International Business

الأعمال الدولية

This course is to introduce the student to the concept of International Business with its variables, players and environments that are intrinsically different from those of domestic business. Students are familiarized with the jargon of International Business and enable him to handle the flow of information produced by mass media and business organizations

2487 Supply Chain Management

الخدمات اللوجستية

This course teaches students the essential elements of the supply chain. Students are taught to see the chain from a holistic perspective and realize its complexity even in the simplest of products. Students are taught how to manage this chain and find the best, most efficient ways of obtaining supplies and of distributing products.

2488 Knowledge and Innovation Management 2

إدارة المعرفة 2

The course aims at acquainting the student with the basic theory and current practices in the planning, operating and controlling of production and service systems. Topics for discussion include: production planning, MRP & ERP, JIT, purchasing, materials management, quality- assurance & productivity analysis.

2489 Total Quality Management

إدارة الجودة الشاملة

This course teaches students about the essentials elements of TQM. Students are taught about 6 sigma, ISO, quality, Deming, and so on. This course focuses on how quality and innovation are interrelated and how focusing on quality instead of quantity shaped the economies of Japan and America.

2497 General Intership

تدريب عام

The General internship is to be taken as part of the Faculty Requirements. Students are to take a 6 week internship. This internship is to take place in a take place within an organisation that is strongly committed to sustainable development. Students are after the internship students are required to produce a detailed report, illustrating their personal learning experiences and outcome, and demonstrating their ability to critically reflect such practical experiences with more theoretical classroom learning and material covered in the courses. The review is to be presented in writing and orally.

2498 Internship (Management & Human Develo

تدريب (الإدارة والتنمية البشرية)

The Management & Human Development Internship is to be taken as part of the Management & Human Development Major requirements. Students are to take a 6 week internship. This internship is to take place in a take place within an organization in the Management/Human Development. Students are after the internship students are required to produce a detailed report, illustrating their personal learning experiences and outcome, and demonstrating their ability to critically reflect such practical experiences with more theoretical classroom learning and material covered in the courses. The review is to be presented in writing and orally.

2499 Graduation Project (Management & Huma

مشروع تخرج (الإدارة والتنمية البشرية)

The graduation project is the capstone course of the programme. Each student is required to make a project with the field of Management & Human Development in order to pass this course. Each project must have a supervisor and must follow proper methodologies for research. The project is to be presented in front of a committee at the end of the semester and is to be graded by the committee.

2521 Financial Management

الإدارة المالية

This course explains the fundamentals of Finance and money. Money is explained as a unit of value with a time value that is in flux. The concepts of simple interest and compound interest are explained as well as money markets and financial markets. The students are taught methods of calculating the most appropriate and applicable method of financing for obtaining funds for their institution.

2553 Financial Statements Analysis

تحليل القوائم المالية

This course is an interdisciplinary one where students are taught finance in view of accounting. Understanding financial statements, financial accounting and financial ratios are highlighted throughout the course. Students are encouraged to find real financial statements from various companies and measure different financial aspects such as the Zeta-Score.

2561 Investment & Portfolio Management

ادارة الاستثمار و المحفظة

This course focuses on the assessment, management and handling of portfolios. Students are taught about the different types of risk in the portfolio and methods of minimizing them through diversification. Furthermore, students are taught the difference between risk free assets, and other kinds and how that impacts the overall mix of the portfolio.

2562 Financial Markets & Institution

الاسواق و المؤسسات المالية

This course teaches students the essential attributes of the world's financial markets. The most important markets are shown as well as all of the different kinds of financial institutions/intermediaries. Students internalize the difference between the primary market and the secondary markets and their roles in the financial process.

2563 Corporate Finance

تمويل الشركات

In this course students are taught of the fundamentals of Corporate finance. Students are taught how to measure the different options of financing a business and understanding the benefits/disadvantages of options such as the put and call options. Furthermore, students are taught about corporate bonds, IPOs and other topics relating to corporate finance

2564 Financial Risk Management

ادارة المخاطر المالية

This course focuses on the different elements of risk in finance and financial markets. Students are taught different statistical techniques and financial ratios used on measuring and assessing risk. Students are also taught how to calculate the risk premium of different assets and portfolios.

2565 Topics in Finance

موضوعات في التمويل

This course is an advanced course for Finance majors and recommended for students who want to pursue careers in asset management, investment banking, or the financial planning industry. This course blends portfolio theory with the type of practical issues that one will come across in a career as a professional investment manager. Topics include identifying investor objectives and constraints, recognizing risk and return characteristics of investment vehicles, developing strategic asset allocations among equity, fixed-income and risk-free assets, utilizing derivative securities to manage portfolio risk and, if possible, enhance portfolio returns, and evaluating portfolio and manager performance relative to investment objectives and appropriate benchmarks.

2571 International Finance

التمويل الدولي

This course gives the students a more holistic view of finance. Students are taught about financial markets/institutions/laws/regulations/practices around the world. Furthermore, students are taught how to invest in these external markets and the best ways to invest outside of the country of origin.

2572 Banking Management

ادارة البنوك

This course focuses on the aspects of banking and bank management. Students are taught how banks function and their main contributions to the economy and society. Students are also taught the importance of social banks and how they represent society. How banks assess credit worthiness and make strategic decisions are highlighted through the course.

2573 Islamic Finance

التمويل الإسلامي

This course focuses on topics of Islamic finance and Islamic banking. The course teaches the fundamentals of Sukuk, Mubaha, Mudarba and Mushraka. Furthermore, the course touches upon the history of Islamic Finance as well as its foundational principles. Finally, students are taught on how banks around the world use Islamic finance concepts in a practical setting.

2582 Financial Theory

نظرية مالية

A study of agency theory, capital budgeting procedures, capital structure and dividend policy, securities insurance, financial and real options in corporate finance, as well as mergers and acquisitions. Paradigms and philosophies behind finance are also taught with an emphasis on research in the financial field.

2583 Egyptian Stock Exchange

البورصة المصرية

In this course students are taught to simulate real situations in the Egyptian Stock Market. Students are taught the rules and regulations specific to the EGX. Furthermore, students are taught about the different regulations relating to dealing in the stock market, stock brokers, individual investors, corporate investors and so on. Students are also challenged to pick a certain portfolio and manage it throughout the duration of the course in order to maximize ROI.

2598 Internship (Finance & Investment)

تدريب (التمويل والإستثمار)

The Accounting & Finance Internship is to be taken as part of the Accounting & Finance Major requirements. Students are to take a 6 week internship. This internship is to take place in a take place within an organization that is strongly committed to sustainable development as well as one that fits the classification of an Accounting/Financial enterprise or be placed with the Accounting/Finance Department department within an organization. Students are after the internship students are required to produce a detailed report, illustrating their personal learning experiences and outcome, and demonstrating their ability to critically reflect such practical experiences with more theoretical classroom learning and material covered in the courses. The review is to be presented in writing and orally.

2599 Graduation Project (Finance & Investment)

مشروع تخرج (التمويل والإستثمار)

The graduation project is the capstone course of the programme. Each student is required to make a project with the field of Finance & Investment in order to pass this course. Each project must have a supervisor and must follow proper methodologies for research. The project is to be presented in front of a committee at the end of the semester and is to be graded by the committee.

2611 Mathematics 1

رياضيات 1

This course is an introduction to business math. This courses teaches the subjects of Calculous and math related to business. Percentages, exponents, integration and so on are all taught in this subject. This course is to provide a foundation for students to understand the mathematical aspects of business going forward.

2622 Statistics 1

احصاء 1

This course focuses on preparing the students for business mathematical and statistical matters. It teaches the students about percentages, probabilities and begins to dive into statistical techniques. In the course students are exposed to different charts and graphs and understand the difference between quantitative and qualitative data. The students are to learn these concepts by using simple computer programs such as Excel or LibreOffice Calc.

2631 Mathematics 2

رياضيات 2

This course teaches linear equations, differentiation between lines, the fundamental formulas. The course is divided into four main parts; linear equation, matrices, derivatives, and integration of a function. During each part of the course, cases that are more specialized will be examined.

2633 Mathematics of Insurance

رياضيات التأمين

This course explains the fundamentals of insurance and risk. Insurance is defined as a method of spreading out the exposed risk of individuals. This concept is explained in terms of economic and social development which is achieved by giving equal opportunities to a community. Furthermore, risk is explained in its many terms and is categorized and understood both separately and holistically.

2641 Operations Research

بحوث العمليات

This course uses advanced, practical applications of mathematics and statistics for use in business applications. This course teaches linear programming in measuring different aspects such as inventory control, production planning, and finding the most efficient/effective level of production given limited resources/demand.

2642 Statistics 2

إحصاء 2

This course revolves around the practical applications of inferential statistical techniques in business and the social sciences. Students are exposed to different statistical programs. Furthermore, students are introduced to inferential techniques such as the t-test, the linear regression model, the one-way and two-way ANOVA. Students must demonstrate an ability to define different datasets, choose the most proper method for analysis, perform the analysis and analyze it within a business context.

2651 Statistics 3

إحصاء 3

This course teaches students linear regression, correlation, ANOVA, probability distributions, and normal distributions. Students are then taught how to organize the data into ANOVA tables. The course then teaches F-distributions and teaching tests of Hypothesis to determine the significance of the sample

Total Number of Courses: 121

