



UNIVERSITY
of
GREENWICH

October University for Modern Sciences and Arts -MSA

The Best of British Higher Education in Egypt

Faculty of Management Sciences

BA Honours

Accounting

Economics

Management Information Systems

Marketing & International Business

**Student Handbook
2017 / 2018**

Information in alternative formats

This handbook can be found online at: ***www.msa.edu.eg***

If you have a disability which makes reading this handbook or navigating our website difficult and you would like to receive information in an alternative format, please contact ***Dr. Ghada Aly on galy@msa.eun.eg***

We can supply sections from this publication as:

- a Word document with enlarged type — sent by email or supplied on a CD or memory stick
- printed copy on non-white paper
- printed copy with enlarged type

Other formats may be possible. We will do our best to respond promptly. To help us, please be as specific as you can and include details of your disability.

Purpose and status of your student handbook

The purpose of this handbook is to provide you with information about your programme of study and to direct you to other general information about studying at the Faculty of Management Sciences – MSA University.

The material in this handbook is as accurate as possible at the date of production however you will be informed of any major changes to the information in this handbook in a timely manner.

Your comments on any improvements to this handbook are welcome - please put them in writing (an email will suffice) with the name of the handbook to Professor El Sayed Nagy – Dean of the Faculty of Management Sciences (deanoffice.management@msa.eun.eg)

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INTRODUCTION TO OCTOBER UNIVERSITY FOR MODERN SCIENCES AND ARTS - MSA

October University for Modern Sciences and Arts (MSA) has been established under Presidential Decree No. 244 in 1996 with the aim of providing state-of-the-art technologies and up-to-date education in all disciplines. MSA is proud that its different programmes were fully accredited before the graduation of its first class in Spring 2000.

As an institution, MSA is a natural outcome of over 40 years of experience in the field of education, at local and international levels. Dar El Tarbiah was the first Language School founded by Egyptians in 1956. The institution has maintained an excellent reputation based on the high quality of teaching and facilities; and has been recognized locally and internationally for the excellent results of its GCE, IGCSE, GCSE as well as Thanaweya Amma and American Diploma programmes. Our incomparable success in teaching all AL and AS subjects for almost 12 years with outstanding results in the IGCSE has been the driving force in the establishment of the MSA University.

All programmes at MSA are delivered in English. The current academic work of the university is divided into nine faculties, namely: Faculty of Management Sciences, Faculty of Engineering, Faculty of Computer Science, Faculty of Mass Communication, Faculty of Languages, Faculty of Dentistry, Faculty of Pharmacy, Faculty of Biotechnology, and Faculty of Arts and Design. At MSA we are dedicated to the pursuit of excellence in curricula, facilities and staff with the aim of graduating the best calibre of students and that is the main reason why our modern and progressive policies and up-to-date educational facilities have been internationally acknowledged by several universities in the UK and USA with which we have several co-operation agreements. MSA programmes are designed and implemented according to the most demanding international standards. All module outlines highlight the role of new and emerging technologies in meeting the challenges posed by the information and communication technology era.

MSA aims to provide its students with an exceptional and enjoyable learning experience that will enable them to compete in the highly competitive global job market. Furthermore, the long experience of Dar El Tarbiah Institution and MSA University in the field of education has made us determined to adopt the British system of education because of its unique characteristics of providing a "well rounded" student who is able to face the exciting challenges of the future.

WELCOME TO THE FACULTY OF MANAGEMENT SCIENCES

The Faculty of Management Sciences would like to welcome you to MSA University. The Faculty of Management Sciences offers four separate programmes, namely BA (Hons) Accounting, BA (Hons) Economics, BA (Hons) Management Information Systems, and BA (Hons) Marketing and International Business. The degree offered by the Faculty of Management Sciences at MSA is accredited by the Supreme Council of Egyptian Universities.

The Faculty of Management Sciences programmes are designed to provide the students with the main theoretical concepts and practical applications that can be used in today's dynamic business environment. To achieve this, the faculty depends on various methods of delivery and selects the most appropriate assessment methodology to ensure the students' ability to demonstrate the required learning outcomes of their programme of study. Moreover, there is continuous development of the programmes, the learning material, and the teaching methodology to enhance the standard or calibre of our graduates.

To graduate, you need to pass all the required modules of your chosen programme which are divided into four levels namely levels 1, 2, 3, and 4. The first 16 modules are common in all the four programmes. These 16 modules will introduce you to various areas of knowledge that are necessary to support your understanding of higher level modules, and it is during studying these modules that you will get an insight into the different management disciplines to enable you to declare your major of choice.

The Faculty of Management Sciences offers four programmes:

1. Accounting
2. Economics (requires the student to get a (B) average in ECO 101 and ECO 102 to be able to join the Economics programme)
3. Management Information Systems
4. Marketing and International Business

As you progress from one level to another, you need to develop your learning abilities so that by the end of level four, you will have achieved the outcomes of the programme. Finally, the aim is that you as a student enhance your judgment, critical analysis, and application of knowledge. You also need to achieve a point where you become an independent learner, and whenever you need to know more about an area you could independently search and guide yourself.

Furthermore, our aim is to enhance your employability by improving your team-working, communication, presentation skills, and acquire awareness of the rapidly changing dynamic business environment where flexibility, innovation, and adaptability are a must.

The objective of the faculty is to help students acquire deep knowledge and understanding of the basic concepts, theories and practices in the fields of business and economics; and to prepare them to become effective leaders in these fields. This objective implies educating students to be responsible adults in all aspects of their lives in an era of dynamic change.

Therefore, our main strategy is to provide our students with the tools needed to adequately interpret and analyze contemporary related issues; and to deal effectively and efficiently with the business environment they are soon to face. In other words, that is to develop their analytical skills, and to stimulate their thinking abilities.

Hence, great emphasis and attention are given to the following:

- Providing our students with the information, communication techniques and facilities needed to keep them up to date with the latest developments and changes taking place in global business environment.
- All students have access to the internet services at the University. During their studies, students are expected to make extensive use of the internet as a major source of information as far as all subjects offered are concerned.
- In addition to formal lectures, course delivery also includes case studies and tutorials where major contemporary issues are discussed, evaluated, and debated.
- Developing the students' intellectual abilities, analytical and presentation skills through undertaking research projects in a variety of disciplines. These projects are closely supervised by instructors and teaching assistants. In addition, final year graduation projects are formally assessed and evaluated by a panel of internal and external examiners.

Faculty Vision

The faculty is seeking to be one of the leading institutions in the Middle East in management sciences with programs that meet the quality requirements of the local, regional, and the international markets. The Faculty also aspires to be a source of educational excellence in management sciences that combines latest theory with practical experience to best suit and serve the community.

Faculty Mission

The Faculty of Management Sciences focuses on self and interactive learning practices for students to develop their skills and theoretical knowledge through:-

1. Providing a variety of programs, curriculums and facilities that meet quality standards and the market's requirements for all specializations.
2. Developing the capabilities and skills of the teaching staff through scientific research and training.
3. Contributing to the development and growth of the community.

Welcome from the Dean

I would like to welcome all of you to the Faculty of Management Sciences, the young, but strong and fast growing business school.

We are fully aware of the accelerating pace of change in the economic, technological, social, cultural, and political environment. Consequently, we deeply believe it is incumbent upon us-and every great business school- to be engaged in, and committed to, continuous quality learning to fulfil our mission. We commit ourselves to preparing our business students, the future business leaders, to thrive in the world of business, a world that is characterized by its fierce global competition and extremely fast technological transformation. Therefore, we are determined to have our students, the future business leaders, learn to think rationally, creatively, and critically; to communicate clearly, correctly, and persuasively; and to put technology to work in both education and business. In their learning process, our students are continuously encouraged to actively learn and use educational technology, teamwork, oral and writing instruments to improve their skills and ability to solve problems.

We are well positioned to make a difference in management education and practice, we fully subscribe to the principle of continuous improvement, thus will ever strive to reach new levels of excellence.

I would like to take a moment to thank the Faculty of Management Sciences family: the students, assistants, administrative and academic staff, for their support and dedication to make our strong faculty even stronger.

Professor El Sayed Nagy
Dean of the Faculty of Management Sciences
(Email: deanoffice.management@msa.eun.eg)

Programme staff list and contact details

The following members of staff are those who have a major input into your programme.

Programme Coordinators

Ms. Hala El Marsafy

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Dean of Faculty of Management Sciences

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Student website

MSA has a website called E-learning (which students can access through the university portal) which provides academic and support services that students can access.

E-mail

management@msa.eun.eg

Your contact and personal details

You should ensure that we are kept up to date of your contact details to ensure that all important communication reaches you. Students should update their contacts at the Faculty of Management Sciences Student Affairs and also at the MSA Admissions Office.

Giving your feedback – suggestions and complaints

If you have a suggestion or a complaint about any aspect please raise it with the person concerned in the first instance. If you are not satisfied with the outcome you can progress the matter through informal and formal procedures step by step up the management structure of the Faculty of Management Sciences – MSA University.

The complaint procedures are as follows:

1. An oral complaint to the Student Affairs of the Faculty of Management Sciences (Rm B243). The Student Affairs will try to solve the problem informally with the person concerned and provide you with immediate feedback.
2. If the problem is not resolved, you will be required to fill a formal complaint form at the student affairs office.
3. The complaint will be handled without delay and a formal feedback will be provided to you.

Data Protection and Privacy

The information that you provide at enrolment is held on a computerised database, maintained, and held securely and not disclosed to third parties without your consent, unless we are obliged to do so by law.

YOUR PROGRAMME

Accessing your timetable

You are allocated to timetabled lectures, labs, tutorials, and workshops based upon your module registrations. You have access to on-line registration (<http://portal.msa.edu.eg/>) which you can reach through your personal account using your university identity card. After registering your schedule, you have to get the approval of your academic advisor no later than 48 hours or else the on line schedule will be cancelled automatically which means that you will have to register on line again. Once the schedule has been approved, it will be automatically available for you to access and print.

You can drop and add modules in the first week of the semester after which you have to abide by your schedule.

If your timetable is incomplete, or if you have any queries about your timetable, then please contact the Student Affairs (Rm B243).

Programme structure diagram

The programme diagram detailing which modules will be taken when (including options if appropriate) along the aims of the programme and how it develops/ builds over the levels will be presented to you at the section dealing with the programme specification and curriculum map.

Your first three semesters before declaring your major

The modules you will study

The first 16 modules are common in all the four programmes. These 16 modules will introduce you to various areas of knowledge that are necessary to support your understanding of higher level modules, and it is during studying these modules that you will get an insight into the different management disciplines to enable you to declare your major of choice.

The Faculty of Management Sciences offers four programmes:

1. Accounting
2. Economics (requires the student to get a (B) average in ECO 101 and ECO 102 to be able to join the Economics programme)
3. Management Information Systems
4. Marketing and International Business

The modules that will you study during these three semesters are as follows:

BUS 102	Introduction to Business
CS 100	Introduction to Information Technology
ECO 101	Introduction to Macroeconomics
ENG 101	English Language for Academic Purposes
MTH 112	Mathematics for Social Sciences I
ACCT 101	Essentials of Accounting I
ECO 102	Introduction to Microeconomics
ENG 102	English Language for Study Skills
MTH 113	Mathematics for Social Sciences II
MIS 101	Introduction to Management Information Systems
ACCT 202	Essentials of Accounting II

ENG 201	English Language for Research Purposes
FIN 201	Financial Management I
MGT 200	Introductory Management
MKT 201	Principles of Marketing
STAT 215	Statistics for Business I

How you will be taught

The Faculty of Management Sciences uses various teaching methods to meet the learning outcomes of our programmes. Teaching/learning takes different forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, field trips, and visits.

For most of the modules in the Faculty of Management Sciences, you meet your teaching team three times a week; where two times are lectures of one and half hours each delivered by the instructor and the third time is a tutorial of one and a half hours which is conducted by the teaching assistant.

You are expected to attend both your lectures and tutorials regularly. You will be given details about your assessment from both your instructor and teaching assistants. You will be expected to use on line learning resources to study and solve some of your assignments such as My Mathlab, My ManagementLab, and MSA e-learning website.

Library

MSA library keeps books, periodicals, videos, CD ROMs, and other teaching/learning supplementary materials for the different subjects. The library also has access to a number of electronic libraries including EBSCOHOST (4 main business related databases) which support the research work of faculty and students.

Study skills

You will take three modules of English which will enhance your reading, comprehension, and note taking skills. They will also introduce you to essay and report writing, research skills, presentations, and referencing. Your numeracy skills will be enhanced through two mathematics modules, and one statistics module. Finally, you will acquire IT related skills through two modules namely: CS 100 and SYS 101, and also through using the MSA e-learning website.

How and when you will be assessed

The University Academic Calendar is published on MSA website and available in the University Admission Office at least one month prior to the commencement of each semester and students can access them anytime.

Printed copies of the Examination schedule are available almost one week before exam periods, on the University Web Site and as hardcopies in the Faculty Students Affair.

There are two main formal examination periods during the Fall and Spring semesters namely for midterm and final exams, and one period of final examination during the Summer semester which is an optional semester.

Programme planning

During your first three semesters, you undergo programme planning and select your major. Every semester, you will have academic advising as to the modules that you can choose from.

Attendance requirements

The contact between the staff and student is the most effective method of learning. Class discussions and comments enhance students' understanding for the module content and give a new dimension to the learning experience. For these reasons, students are required to satisfy certain attendance requirements. Students who fail to attend 25% of all lectures and tutorials/Labs for a certain module are deprived from the final exam and automatically fail the module. The maximum number of absences allowed for any student is normally 9 times including all lectures, tutorials and labs. This includes absences for medical reasons and emergencies.

Students are required to check with the respective Teaching Assistants as to the number of absents reached in each module. In terms of academic ethics, If the student is unable to attend a class, he/she should let the instructor/teaching assistant know, explaining the circumstances. In case of a medical condition, the student must submit a medical certificate to his/her Student Affairs to be kept in their file.

Policy on late arrival

Late arrivals disrupt the class and deprive other students from the required degree of concentration. Students are only allowed into the class during the first five minutes. Otherwise, they miss the class and are recorded as absent.

Professional, statutory and/or regulatory body requirements

MSA programs are accredited by the Supreme Council of Egyptian Universities. Students who graduate from MSA can automatically join the appropriate Syndicate for this profession with no additional exams.

This membership provides a license for MSA graduates to work in these professions. This advantage is a huge asset to graduates in the job market.

Health and Safety requirements

Students have the same health and safety responsibilities as any other employee at MSA and you must take reasonable care of your own health and safety and those of other people. Student's actions should not put them or other people at risk. Student's must follow health and safety instructions/rules and report any faults or shortcomings in health and safety arrangements to the University Security Office/Student Affairs. All students without exception are expected to comply with all health and safety regulations operating within the University and, in the case of laboratories, workshops and other hazardous places, to acquaint themselves with these regulations. Failure to do so is a serious breach of University regulations.

MSA Provides on campus clinic with qualified practitioners (physicians) who are available for the students throughout the week. The clinic is equipped with first aid kits and medication.

Feeding back on your programme

Board of Study and student representation

The purpose of the Board of Study is to provide a forum for discussion between students and staff involved in all aspects of the programme.

The membership includes:

- Chair (Dean)
- Representatives from our U.K collaborative partners
- Relevant Programme Leaders.
- All Module Leaders (or their representatives) wherever feasible.
- Student representatives (at least two for each year/major).
- Support services representatives (IT, HR, PR, Examination Unit, Activities Department, Library etc).
- Secretary to take the minutes

The students volunteer as representatives at the start of each academic year and students' affair ensures that all the various interests on the programme are adequately represented. Student Representatives are responsible for notifying the Board with the students concerns, suggestions and complaints.

A meeting is held during each semester normally in week six to eight as declared in the Quality Assurance Calendar. Dates of the Boards of Studies should be published in all programme handbooks and on MSA Website.

The agenda must include all obligatory items but further items suggested by the student representatives and members of the committee should be added where appropriate.

The minutes should cover all agenda items and include a summary of the main points of discussion and an action/outcomes list. Any actions required should include the timescale, the name of the person responsible and when a report back to the Board is expected. They should also include progress on actions from the previous minutes.

Within 48 hours of the meeting a Chairs' Action List must be published and circulated to all those with action points to deal with and to the Quality Assurance and Audit Unit Head. Unconfirmed minutes of the meeting should be circulated no later than two weeks after the meeting has taken place to all members who were entitled to attend.

Being a student representative can be immensely rewarding as much of the experience you gain can be linked to personal development and employability. The graduate market is very competitive and prospective employers are looking for people who stand out and can demonstrate, with real examples, skills listed in CVs. As a student representative you get to put skills into action, such as communication, leadership, teamwork, problem solving, time management etc.

As well as attending Boards of Study meetings student representatives are often asked to give their feedback on other issues relevant to students through focus groups or other committee meetings which are organised on a more ad-hoc basis.

Evaluation feedback survey

The aim of this feedback process is to give you the opportunity to give your views on the quality of each module and your satisfaction overall.

Students are required to fill out the on line evaluation (for Module/ instructor/teaching assistant). This is considered an anonymous channel for receiving Student Feedback. Reports of evaluation are represented to respective Deans, Programme leaders for action. Head of Board of Trustees, President, Vice President and Director of Quality Assurance also receive a copy.

It is important that you complete this survey as it helps us as a faculty to continue to improve the students' experience for you and future students.

Employability

MSA is keen to provide its students with competitive programs that aim to prepare them to compete effectively in the job market. The Career Placement Office(CPC) is part of MSA HR department, it provides feedback on the skills required by the job market in a specific programme. The office also provides feedback on points of strengths of MSA graduates and comments on areas that require improvement. This continuous effort insures the currency of our programmes and its relevancy to the needs of both national and international employers.

The CPC conducts a full profile of HR activities that include recruitment, training, and internships. The CPC is mainly handled by MSA students. The CPC benefits MSA students and graduates by creating a link between them and the corporate world, providing them with a comprehensive knowledge of the market and giving them firsthand enhancing experience of what to expect in the practical life.

The CPC organizes periodical job fairs that aim to provide students with exceptional work opportunities. The office also contacts new employers to increase the number and to improve the standard of the portfolio of companies recruiting MSA graduates. The centre in collaboration with the Quality Assurance Unit is in the process of establishing an alumni society and has launched a new website for alumni.

MSA is committed to supporting you in enhancing your employability and helping you to develop professionalism in your field of choice as employers constantly tell us that they are looking for polished graduates who not only have a good degree but who also have the right skills, attributes and values to support their knowledge.

The Confederation of British Industry (CBI) defines employability as 'a set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace, to the benefit of themselves, their employer and the wider economy'.

Employability and your programme

The development of employability skills – for example, team work, self-management, business and customer awareness, communication, literacy and numeracy – are all integral parts of faculty of management programmes although this may not always be evident to you as they will not always be presented as such. They have been embedded in the Faculty of Management Sciences curriculum, yet it is still your responsibility to actively seek out these skills and identify what is covered where.

Personal Development Planning (PDP)

Personal Development Planning (PDP) will provide you with an opportunity to assess the value of the skills and knowledge you are developing and identify your future learning and development needs. It offers you a structured way to reflect on what you are good at and what you need to develop further. You will learn to review your own skill levels and what you have learned from different situations and environments, including your studies, part time work, voluntary work and other activities; you will record your reflections and use them to help you think about and plan your future development.

This is an important part of your personal development and reflects the working environment where employers encourage new graduates to assess their own continuous professional development (CPD) using a portfolio.

You can also use your record of PDP as a valuable aid for marketing your skills to employers in recruitment and selection processes.

LEARNING, TEACHING AND ASSESSMENT

Learning and Teaching methods

The Faculty of Management Sciences uses various teaching methods to meet the learning outcomes of our programme. Teaching/learning takes different forms such as lectures, tutorials, lab sessions, one to one tutorials (office hours), in-class discussions, guest speakers, field trips, and visits.

For most of the modules in the Faculty of Management Sciences, you meet your teaching team three times a week; where two times are lectures of one and half hours each delivered by the instructor and the third time is a seminar of one and a half hours which is conducted by the teaching assistant.

Our programmes are structured so that the independent learning increases as you progress from level one to level four.

Lectures:

Lectures are generally used to explain the key issues of any module and normally take an interactive form as the number of students in a class range from 30 – 35 students and less than 30 students in some 300 and 400 level modules. Lectures open up topics that students are supposed to further explore on their own. Lectures also provide guidance on how you can progress in the module; feedback on your work presented, and answers students' questions.

Tutorials:

Tutorials complement the work done in lectures. Tutorials are more devoted to application as group discussions that are interactive in nature, solving problems and work sheets, assignments, and analyzing case studies.

Tutorials also provide guidance on research work giving feedback and formative assessment to the students.

Lab sessions:

Lab sessions are an integral part of relevant modules as they expose the students to the application of the currently used IT packages.

During the lab sessions, you will be required to follow your lab manual instructions and complete exercises that will represent part of your assessment (grade). Lab sessions are conducted by IT teaching assistants under the guidance of the instructors.

Extra Tutorials/Office Hours/Individual Tutorials

The Faculty of Management Sciences prides itself on the close relationship between its staff and students. If you face any problems or difficulties throughout your course of study, individual tutorials are available both by the teaching assistants and instructors during their office hours.

Moreover, specific feedback on project/research work is given individually or in groups while preparing graduation projects and other research work. Special care is provided to students who require individual attention due to ability problems or illness.

Independent Study:

In order to build your ability as a self learner, you will need to invest time in independent study time and effort.

In lower levels, your instructor will guide you as to assignments or reading material that you are expected to do on your own. However, as you advance and progress individual work will be less guided and it will depend to a great extent on your own judgment. Such independent study time could be used in preparation for research work, presentation, supplementary readings, writing essays, field work, and other pieces of work.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your programme will be facilitated using a variety of media and online tools (moodle, e-learning', publishers companion websites etc) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. You can also pose questions to your tutors through e-mails or through the Moodle.

By engaging with e- learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to: independent learning, working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

You will be actively involved in a range of learning, teaching and assessment approaches as part of Faculty of Management Sciences - MSA University. Such active approaches aim to put you at the centre of your learning so you are involved and engaged in all aspects of your assessment and learning. Your programme will require your active participation in learning activities and engagement with your fellow students both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

Internships:

As an integral part of the Faculty's TLA strategy, and upon the recommendation of the National Authority for Quality Assurance and Accreditation of Education, Egypt - NAQAAE, the Faculty incorporated a three weeks internship for the students in year 2 and another three weeks for students in year three. The main aim is to provide you with insight into the

real world and expose you to various business situations which would further add to your skills in particular practical and graduate skills which in turns very high exit velocity upon your graduation.

In addition to that, these internships would foster MSA's relationship with its local community which would in turn provide you with better employment chances.

Assessment Strategy

Assessment is an integral part of learning. The assessment strategy adopted by the Faculty of Management Sciences aims to better engage the students and to develop their generic skills, taking into consideration compulsory requirements set by the Supreme Council for Egyptian Universities which states that for most modules there must be a midterm exam and a final exam comprising at least 60% of the overall grade of the module and coursework elements that count for 40% of the overall grade of the module. During your first years, your assessment will mostly be based on written tests and a number of small pieces of work to test your knowledge but as you progress to your final years of study, there will be fewer pieces of work but more depth to enhance your skills.

Assessment tools used by the Faculty of Management Sciences range from unseen exams, and problem solving assignments at levels one and two to more advanced forms of assessment as field work, research, projects, substantial essays, and case study analysis in levels three and four.

You should carefully read the assessment scheme and weighting found on each module(LUN) as this will give you guidance as to where you should focus your time and effort. You should be aware that as you approach level four in your programme, all exam questions will require more critical thinking and reasoning (cognitive skills) rather than relay of knowledge. As such you need to be trained to read and analyze cases about companies trying to pinpoint problems and then finally conveying solutions for such problems.

As for the practical outcomes of the programme, you will find that as you progress to the upper level, you will acquire more practical skills that will be useful when you start working as: conducting research and audits, presentations and argumentation skills, team-working skills and others. Accordingly, the assessment will focus on such practical skills.

You need to read each module outline/narrative to be aware of what is expected from you, and to be guided as to how you will be assessed. You should be aware of the criteria that are used to mark or grade your work.

Assessment methods

In the Faculty of Management Sciences assessment takes the following two forms:

Formative Assessment:

You will find that some of the assessment activities done in class are designed to give you feedback on your work performance and areas where you need to improve and others that you are doing well in.

The aim of this type of assessment is to build your skills and knowledge but is not included in your final grades. It is for learning and for future development of your knowledge and skills.

Thus formative assessment is developmental in nature and it is designed to give feedback on performance and how it can be improved, all class discussions on how to improve your essay writing, how to conduct article reviews, how to analyze story cases and how to answer and handle end of chapters' exercises, essay questions are part of your formative

assessment, feedback given to you on the stages of the project that is not counted in your grades is also part of formative assessment.

Summative Assessment:

Summative assessment is designed to measure the student's achievement of learning outcomes of a module. You should be aware that summative assessment is divided in most modules into two basic parts: 60% on unseen exams (20% on the midterm exam, and 40% on the final exam), and 40% coursework or as specified in the LUN.

Submission, receipt, marking and return of assessment

Assessment is divided into two main divisions: exams and coursework.

Exams

For most of the modules, you need to sit for a midterm exam in around week seven of the semester and is for one and half hours, and a final exam that is conducted at the end of the semester and is for three hours. The exams cover a variety of questions ranging from MCQs, T/F with justifications, essay writing, case studies, etc. Some exams may include optional questions. As you progress, from lower levels (one and two) up to the higher levels (three and four), the type of exam questions will require more critical thinking analysis and application ability.

As per MSA university regulations, if a student doesn't achieve a minimum of 25% of the marks in the final paper, the students will get an (F) and repeat the module irrespective of performance in other assessment components. Some modules operate on a pass/fail basis and they are non credit as they are preparatory modules like Intensive English Modules namely: ENG 80 and ENG 90.

Special arrangements are made if you are ill or have disabilities as enlarging exam papers and allowing sick students to sit separately in a special exam room. Students, who face extenuating circumstances on exam day and have sufficient proof, could fill a request for exemption from mid term exam, or an incomplete form for final exam.

All assessments are moderated to ensure that grades have been recorded accurately. Instructors mark answer sheets with secret codes to ensure that the marking process is totally unbiased. Minimum samples of 10% of all answer sheets are second marked. The sample includes all failures and representative sample of the range of marks from very high to border line passes. Second marking is undertaken by an internal examiner other than the module examiner, a rationale is provided in case of changing of grades. External examiners review exams and answer sheets with instructors to ensure the fairness, objectivity and consistency of the assessment process.

Coursework

The continuous assessment (40% course work) could take a variety of forms as tests, problem solving assignment work sheets at lower level to research papers, field work projects, essay writing, individual and group projects, presentations, lab reports, reports on article reviews, and case studies at upper level.

Any academic dishonesty or plagiarism cannot be tolerated. (Please see Academic Dishonesty and Plagiarism Section)

A minimum of 10% of all coursework is second marked in addition to all failed pieces of coursework will be second marked.

As you progress from level one and two where the assessment is more structured and the pieces of assessment activities are numerous and divided into small parts, you will find the number of assessment pieces becoming fewer but deeper in levels three and four. Here more individual reflection is required with deep thought, evaluation, and reasoning. Moreover, at these upper levels you are expected to apply the theories and concepts learnt to practical business situations. Furthermore, you are required to combine knowledge and skills gained from different modules together to be able to evaluate alternatives and recommend optimal solutions.

Here students are expected to use proper referencing to refer to the authentic of the work. Course work is submitted by students in phases as indicated in LUN of each module. The deadline for each phase is indicated in the detailed assignment briefs.

As MSA believes in the unequalled benefit of student sharing in the learning process, a general university requirement is students' attendance in lectures and tutorials. In addition to the assessed coursework, students' attendance and positive contribution to class discussions is an integral part of the continuous assessment.

Finally to be able to prove your progressive learning, you are advised to keep safely all pieces of work that you have performed in a portfolio. This portfolio could be used as a tool for employability.

Remember: if you have any questions about any particular assessment, you must ask your instructor and make sure that you understand each and every item.

Assessment Feedback to students

MSA believes that feedback on student work is an integral part of the LTA. Timely, constructive and fair (accurate) feedback helps the students learn and understand where they stand as compared to what is expected from them, this will guide them on how to improve in order to achieve the employability requirements imbedded in MSA philosophy “graduates who are knowledgeable, equipped with employability skills and lifelong learners”. At MSA both group works as well as individual assessments are essential. Group work is encouraged as it helps a graduate to function smoothly in the real life work environment. Moreover, even group projects at level three and four are graded partly as a group yet each individual is assessed separately to reflect individual differences which is very similar to real life employability setting.

Feedback during teaching and learning

In class participation and discussions, preparation of work, answering problems that the instructors and teaching assistant has given are an integral part of learning.

Feedback on coursework

Feedback on summative coursework assessment will be offered in a variety of forms and all work will be marked and at least 10% of the work will be second marked in addition to all failed pieces of coursework will be second marked.

There are various forms of feedback on summative assessment of coursework that include:

- Rubric sheets that help indicate to the student the reasoning for the acquired grade.
- Presentation assessment sheets which help students identify and improve students' presentation and discussion skills.
- Written comments
- Individual and group tutorial feedback.

Return of coursework

Instructors return graded assignments, tests and term papers to all students complete with comments and feedback. Students are required to file the coursework in their student portfolios to be submitted to instructors at the end of semester for the final appraisal of the students' course work. After this they are returned to the students.

Electronic receipt of coursework

Coursework may not be submitted in electronic form except where this is an explicit requirement of that assessment in the module in question. If the instructor requires coursework to be submitted electronically, it should be downloaded and printed to be included in the student's portfolio.

Feedback on examinations

Generally students may not be given specific feedback on written midterm and final examinations. The instructor will discuss with the whole class the midterm exam and will provide feedback so as to improve their performance in the final exam; as for the feedback on final exams, the exams with their model answers are posted on MSA e-learning right after the examination date for students to review.

Comments on examination scripts and marks

Instructors provide detailed model answers for midterm and final exams

Marking, second marking and marking moderation

All assessments are moderated to ensure that grades have been recorded accurately. Instructors mark answer sheets with secret codes to insure that the marking process was totally unbiased.

External examiners review exams and answer sheets with instructors to insure the fairness and objectivity of the assessment process.

All assessments are moderated to ensure that grades have been recorded accurately. A minimum sample of 10% of all answer sheets are remarked (second marked). The sample includes 5% of the passing papers and all failures. Second marking is undertaken by an internal examiner other than the module examiner, a rationale is provided in case of changing of grades.

Progressing on your programme

MSA Grading Scheme

The MSA grading scheme for the Faculties of Engineering, Computer Sciences, Management, Mass Communication and Languages is as follows:

Letter Grade	Mark	GPA
A	$\geq 90\%$	4
A-	$< 90\% - \geq 85\%$	3.67
B+	$< 85\% - \geq 80\%$	3.33
B	$< 80\% - \geq 75\%$	3
B-	$< 75\% - \geq 70\%$	2.67
C+	$< 70\% - \geq 65\%$	2.33
C	$< 65\% - \geq 60\%$	2
C-	$< 60\% - \geq 56\%$	1.67
D+	$< 56\% - \geq 53\%$	1.33
D	$< 53\% - \geq 50\%$	1
Fail	$< 50\%$	0

The 100% mark for each module is normally divided as follows (**unless specified otherwise**):

40% coursework
60% unseen exams

The Calendar of Assessment

There are three main periods of assessment during the academic year:

- At the end of the Fall Semester.
- At the end of the Spring Semester.
- At the end of the Summer Semester.

The period of final assessment includes a deadline for submitting all work to be assessed as well as concluding all the examinations. At the end of each period of assessment, the University Assessment Board meets to confirm the results of all modules and award

qualifications after being reviewed, scrutinized and ratified at the Faculty Assessment Boards.

The Structure of the Assessment Boards

University Assessment Board (where awards are ratified)

Chair: appointed by CollaborativeUniversity

Members: MSA President, Vice President, External Examiners, Link Tutors, Director of Quality Assurance, Dean of Faculties, Programme leaders

Secretary: Appointed by Chair

Faculty Assessment Board (where module results are agreed)

Chair: Dean of Faculty

Members: Link tutors, External Examiners, Programme Leaders and Module Coordinator/Leaders.

Secretary: Appointed by Chair

Regulations

Academic Load

The academic load is the number of registered credits per student each semester.

Grade Point

The corresponding Grade Point (GP) for each letter grade for the Faculties of Engineering, Computer Sciences, Management Sciences, Mass Communication and Languages is as follows:

Letter Grade	GPA
A	4
A-	$3\frac{2}{3}$
B+	$3\frac{1}{3}$
B	3
B-	$2\frac{2}{3}$
C+	$2\frac{1}{3}$
C	2
C-	$1\frac{2}{3}$
D+	$1\frac{1}{3}$
D	1
Fail	0

Grade Point Average

Credits acquired by the student are based on the credits of the passed modules from the academic load registered. Repeated modules will be counted once toward the calculation of accumulated credit hours. The best achieved GP will be used for calculating the cumulative GPA.

The cumulative GPA calculation starts from the first semester for each student and is updated each semester till his/her graduation.

The semester GPA of the student is the weighted average of the grade points acquired in the modules passed in that specific semester. It is calculated as follows:

Semester GPA

Semester GPA =

Sum of the product of the no. of credit hours of each Module in the current semester load X the corresponding GP

(Semester Total Credits in the current semester load)*

= Σ (No. of credit hours of each module in the current semester load X corresponding GP)

(Semester Total Credits in the current semester load)*

The number of credits used to calculate the Cumulative GPA is the number of credits registered by the student up to this date.

Cumulative GPA

Cumulative GPA =

Sum of the product of the no. of credit hours of each Module registered up to this date X the corresponding GP

Total Credits registered up to this date

= Σ (No. of credit hours of each Module registered up to this date X corresponding GP)

Total Credits registered up to this date

*Excluding pass-fail Modules credit and transferred Modules from Universities other than MSA

BA/BSc Students:

National Grading Classes	U.K Classes	MSA CGPA	Letter Grade Equivalence
Excellent includes	1 st Class Honour	$\geq 3.67 \& \leq 4$	A & A-
Very Good includes	Upper Second (2:1) Honour	$\geq 3 \& < 3.67$	B+ & B
Good includes	Lower Second (2:2) Honour	$\geq 2.33 \& < 3$	B- & C+
Satisfactory includes	3 rd Class Honour	$\geq 2 \& < 2.33$	C

MSA CGPA is calculated as per the student's entire profile while U.K CGPA is calculated as per the level 300 and 400 modules.

Progression of Students:

Progression is determined by the number of credit hours completed by students as determined by each faculty.

Graduation

Students shall automatically receive the award of the University for which they are registered and qualify for upon completion of the required number of credits with a CGPA equivalent to C- or above at the end of the semester during which the total was achieved.

Students may postpone their graduation if they are still enrolled in the university in a minor programme or a double major programme. Graduation Ceremonies for each year are usually held in October (including the previous Fall, Spring and Summer Semesters).

Failure in Modules

Students must meet the deadline for submission of all coursework components and according to the requirements of the university and module staff.

The student is considered a failure in the following cases:

- Students who fail to attend 25% of all lectures and tutorials or students who have misbehaved or cheated on the exam (F1).
- Students who fail to attend the final exam (F2).
- Students who fail to achieve 25% of the marks in the final exam in the case of Faculties of Engineering, Management, Computer science, Mass communication and Languages and students who fail to achieve 30% of the marks in the case of the Faculties of Pharmacy, Dental Science and Biotechnology (F3).
- Students who fail to attend the midterm exam will be allowed to complete the module but will lose all the marks which are equivalent to the midterm exam grade; unless the University President considers the extenuating circumstances and warrant the midterm grades to be added to the grades of the final exams.

Incomplete

If a student fails to attend the final exam for any emergency or extenuating circumstance, and the University President approves the non attendance, then an incomplete grade will be agreed. Mid-term grade as well as course work grades are transferred to students who are given an (I) grade. Subsequently, the student will be allowed to sit for the final exam of this module at the next opportunity.

Withdrawal Policy

Module Withdrawal: Students who apply to withdraw from a module due to being unable to progress or extenuating circumstances must submit a module withdrawal form to the respective Dean then for final approval by the President. Their results appear as W instead of F.

Semester Withdrawal: Students who apply for a whole semester withdrawal due to extenuating circumstances must submit supporting documents to the respective Dean for consent then for final approval by the President. Their results appear as W instead of F.

Withdrawal from University: The student applies for withdrawal in the University Admission Office that raises the request to the respective Dean who prepares a report to the Director of Quality Assurance & Audit Unit who subsequently sets a personal appointment with the student and discusses the reasons of the withdrawal. Serious cases are discussed in the University Board. Withdrawing students may request their transcripts and original documents.

Progression and Repeat Policy

Students who fail to maintain a minimum cumulative GPA of 2.00 will be put under probation and will be allowed to repeat Modules with a grade of C-, D+, D and F. The grade used in the final GPA is the final grade achieved by the student.

Condoned Failures

Condoning regulation for the faculties of Engineering, Computer Science, Management Sciences, Mass Communications and Languages; apply only if the student has passed 25% of marks or more in the final exam:

- Students who get a minimum of 45% in a Module may be condoned by a maximum of 5% by the University Assessment Board based on the marks needed to pass the Module.
- In case of failure of two modules with the same grade, priority is given to non-core to be condoned.
- ENG80 & ENG90 are not condoned.
- Cases of graduating students are given extra attention.

Failures can only be condoned by the University Assessment Board. Students are not allowed to discuss the grant/refusal to grant Condonements.

The Rules and Regulations document is published on MSA Website for students reference and is updated centrally. Notifications are published on MSA website for amendments:

http://msa.edu.eg/index.php?option=com_pages&page=page_viewer&page_id=Quality%20Assurance%20Unit

Probation Policy

Probation students are students who fail to achieve CGPA 2.00. Initially the student is notified and counselled by his/her faculty via his/her academic advisor and an official letter is sent to his/her parents if the student was on probation for four times. Probation students are allowed up to eight semesters in the faculties of Management Sciences, Computer Sciences, Mass Communication, Languages and Biotechnology to improve their CGPA. If the student fails to improve his GPA to reach 2.00 for eight semesters he/she dismissed from the faculty after discussing the students' case on the Assessment Board. Withdrawal semesters and semesters of ENG80 & ENG90 are not countable. Spring and Summer semesters are counted as one semester. The student is allowed to change major only once. In case the student has achieved credit hours equivalent to the sixth semester in four year programmes and eight semesters in five year programmes he/she could not be dismissed by the University.

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http://msa.edu.eg/index.php?option=com_pages&page=page_viewer&page_id=Quality%20Assurance%20Unit

Academic Misconduct

Plagiarism is the presentation by a student, as his or her own work, of a body of material (written, visual or oral) which is wholly or partly the work of another. In fact, plagiarism extends to cover one's own work previously assessed or published which is also required to be properly referenced. Taking unfair advantage over other authors, students or oneself in this way is considered by the University and MSA University to be a serious offence.

The University and MSA University will take serious action against any student who plagiarises whether through negligence, foolishness or deliberate intent. Make sure written material, ideas, theories, formulae, etc are acknowledged through the use of quotation marks, references and bibliographies. Information on the correct way of acknowledging work from other sources is available from the English teaching staff. Academic misconduct also covers cheating in examinations.

Cheating is an act or an attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered. Cheating includes but is not limited to the following examples:

- Copying from another student's test paper.
- Allowing another student to copy from a test paper.
- Unauthorised use of module textbook or other material such as a notebook to complete a test or other assignment.
- Collaborating on a test, quiz or other project with any other person(s) without authorisation.
- Using or possessing specifically prepared materials during a test, e.g., notes, formula lists, notes written on the student's clothing, that are not authorised.
- Using electronic instruments, such as cell phones, pagers, etc., to share information, when prohibited.
- Taking a test for someone else or permitting someone else to take a test for the student.

Exam Conduct regulations

During exams, students must have their MSA IDs available for inspection. Strict silence must be observed at all times in the examination room. The examination is deemed to be in progress from the time students enter the room until all the scripts have been collected. Students must not speak to or otherwise communicate with any other students throughout the examination. Students should avoid cheating during exams (refer to cheating section). A student who causes a disturbance during the examination will be required to leave the room and may be subject to misconduct act. Candidates are advised not to bring personal belongings into the examination room. All briefcases, bags, books, pencil cases etc. must be placed to one side of the examination room as instructed by the invigilator and not left beside the desks. Students are strictly prohibited to enter exam rooms with their mobile phones. All answers must be in English, unless otherwise instructed on the exam template.

Any violation to these rules; will be documented by the invigilator in the Exam Misconduct Template and reported to the Exam Floor Supervisor who should investigate the case and submit a report to the University President for final decision. The decision will vary from deprivation from attending the exam thus failing the module to; in severe cases, dismissal from the University for one or more semesters.

Dismissal from Class

Students dismissed from classes for insubordination or other disciplinary reasons are not to return to class until the faculty member concerned permits it and in some cases after being referred to the respective Dean's office. MSA Management cooperates with the teaching staff to maintain proper discipline.

General conduct regulations

MSA University expects its students to be mature, honest and responsible members on campus and their larger community. Any behaviour that infringes upon the rights, safety, property and privileges of another person or which impedes the educational process of MSA University is unacceptable.

MSA students are expected to show their outmost respect towards their fellow students, staff members and MSA University as a whole. Any improper conduct such as physical violence,

fighting, bullying and harassment of others represent behaviour that is not conducive to an educational environment, will not be tolerated. Immediate disciplinary action will be taken against violators ranging from social probation to dismissal.

All students must carry their university ID cards and provide it to university personnel upon request. MSA University continues to recognize that its philosophy is permanently linked with the protection of its students, faculty, staff and property.

Members of MSA community are expected to abide by Egyptian Laws, and are subject to them. If any student violates Egyptian law and/or acts in a way that damages the reputation of the institution, the violation may obligate the University to carry out appropriate disciplinary action, which may include expulsion from the University. Moreover, MSA reserves the right to review and address incidents that take place off campus in which MSA students are involved.

According to article 34C of the Egyptian Drug Law, which states that anyone would be penalized if convicted of possessing drugs on educational premises. It is the policy of MSA to prohibit handling of drugs by students of MSA on University Campus. Disciplinary action for violations would result in immediate dismissal from the University.

All students are obliged to switch their mobile phones during class time. Any student who violates this policy may be asked to leave the class immediately and will not be permitted to return until the next lecture. This will be counted as an unexcused absence. All mobile phones must be switched off in the libraries and computer labs. Ringing phones and loud conversation disturb those students and faculty trying to read and study.

Students are responsible for the behaviour of their guests at all times and are held accountable should the guest cause disturbance or damages. Guests must attain a security clearance from security personnel prior to entering University premises. There should be a valid and acceptable reason for visiting the University. The university retains the right not to grant entrance clearance as it feels appropriate.

University staff are allowed parking space inside the University premises. Students are not permitted to park inside the university campus; designated parking spots are allocated for students' parking outside the university gates.

Dress code is expected to conform to the educational setting. For example, males are prohibited from wearing shorts and slippers. The University's public image should guide their selection of dress.

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http://msa.edu.eg/index.php?option=com_pages&page=page_viewer&page_id=Quality%20Assurance%20Unit

Appeals

As per MSA's policy to ensure fairness staff correct the answer sheets with secret code in both midterm and final examinations so that the identity of the student remains completely anonymous thus ensuring that the assessment is truly objective and with no doubt reflects the students' true academic standard. A sample of the answer sheets is second marked by two examiners.

Despite this accurate grading procedure, students are allowed to appeal their final grade. Students fill a Grade Appeal Form at the student affairs within one week of issuing results. Student affairs send all grade appeals to the faculty grade appeal committee which recalculates the total grade of the student from the records available and also checks that there is no indication that the examiner missed any questions during the grading of the answer sheet. In case of any alteration of the student's grade, the Examination unit is informed to alter the grade and the student affairs is also informed to notify the student.

Publication of Results

Grades will be announced on notice boards and on the University website after the approval of the University Assessment Board held at the end of each semester.

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http://msa.edu.eg/index.php?option=com_pages&page=page_viewer&page_id=Quality%20Assurance%20Unit

SUPPORT

Although you are expected to be independent and to take responsibility for your own academic and personal life, there is still a lot of help available to support you throughout your programme.

Academic Support

MSA's main mission is to provide a well rounded unique learning environment for the students. Staff members and students interact together constantly as members of one large family. MSA has introduced many methods to provide academic advice and aid to all students through the following channels:

Academic/ Staff advisor

Academic advisors are available for students to offer advice and guidance during registration of courses and at all times throughout the semester. They also provide information to students about the different majors within the faculty. The assistants are also available to offer advice and support at any time.

Individual/ Group study

Your tutors will direct your studies and ensure that you know what work you need to cover in any given module. Seek advice from academic staff either during their office hours or by email, extra tutorials and revisions are offered before formal exams (Mid-Final). In case of students with special needs (slower in learning- dyslexia....) are offered one to one tutoring by teaching assistants.

Link Tutors

As stated on the front of this handbook the link tutor at Faculty of Management Sciences for this programme is Dr. Ghada Aly (galy@msa.eun.eg). The link tutors are responsible for ensuring the programme is delivered according to the arrangements agreed when it was approved. The link tutors attend the Board of Study meetings and assessment board where they hear the views of students on the programme, however you can contact them if you have a query or suggestion.

Support services at Faculty of Management Sciences- MSA

Student Affairs

The Student Affairs is where you can go as a first point of call to find out information or to seek advice. It is also where you are going to get support in the following areas:

- Handling concerns and complaints
- Academic advice
- Registration procedure.
- Advice on career placement and training opportunities.
- Disability support and guidance.
- Attendance excuses.
- Counselling.
- Provide advice on any issue that concerns students' welfare other than the above.

International Student Support

MSA runs several offices in various Arab Countries. The offices are located in Saudi Arabia, Kuwait, Palestine, Jordan, and Syria. MSA established testing centres in both Saudi Arabia and Jordan where the new comers are allowed to sit for the English Placement Exam to facilitate the admissions procedure of the international students. Moreover, MSA has always maintained a healthy and fruitful relationship with cultural attachés in Arab embassies. One of the successful yearly events that are held at MSA is its International Day Festival.

Student Union membership

Please see [University rules and regulations](#).

QUALITY OF YOUR PROGRAMME AND EXPERIENCE

Quality assurance and enhancement of your programme

To ensure high standards and quality, all programmes are subject to the University's academic quality assurance procedures (which include procedures related to programme approval, monitoring and review). A key feature of these processes is the input from external subject experts (external examiners) who ensure that MSA awards are comparable to those of other UK higher education institutions, and that the programme curriculum, teaching, assessment and resources are appropriate.

You also have a very important role in enhancing our programmes by feeding back on a regular basis via student surveys, Boards of Study and other formal and informal mechanisms. Your feedback plays a major role in programme monitoring and review.

The Quality Assurance and Audit unit in MSA University is in charge of institutionalizing and following the criteria and procedures established by the university to assure quality of its academic provision and to maintain its academic standards.

External Examiners

What do External Examiners do?

External Examiners play a central role in assuring the quality and enhancement of your programme. They are experienced, senior academics or industry professionals with expertise in the field of Management, Marketing, International Business, Accounting and/or Economics who are identified by MSA University. Their role is to act as independent moderators and to consider student attainment with impartiality. By drawing on their expertise and experience External Examiners provide one of the principal means by which MSA University ensures the programme remains comparable to UK national standards. The impartiality of External Examiners is paramount to ensuring equity for students and furthermore to ensuring the fair application of the regulations.

The duties of External Examiners include the following:

- To attend meetings of the Assessment Board of which they are a member.
- To comment when consulted on the content and form of all assessments.
- To scrutinise all work, which has been recommended for first class/distinction grades or for failure by internal examiners, and a representative sample of work in each classification (where applicable).
- To advise on the appropriateness and effectiveness of the internal assessment processes, the relevant assessment regulations and procedures in respect of module assessments, the desirability of any recalibration or (exceptionally) remarking of assessed work, and the appropriateness of the standards against which the assessment process has taken place.

External Examiners Reports

Additionally each External Examiner is required to produce a report at the end of the academic year in which they comment on:

- programme design, content and standards,
- student performance (general comments, no individuals are named),
- assessments: structure, design and marking,
- effectiveness and quality of feedback to students on their work,
- Assessment Boards; organisation and operation,
- role of the External Examiner,
- recommendations or actions for change and
- areas of good practice which should be shared.

These reports are an integral part of the University's monitoring procedures and are considered by the University and MSA University as well as being an item for discussion at Boards of Study which is where student representatives are given the opportunity to view the report. If you are not a student representative but would like to see the External Examiners' report then you should contact Dr. Ghada Aly (galy@msa.eun.eg)

In line with the new QAA Quality Code requirements for External Examining (Chapter B7 available at: <http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-B7.aspx>). The Faculty of Management Sciences has three external examiners. Information about these examiners is available with the faculty link tutor.

PROGRAMME COORDINATORS' WELCOME

I. BA (Hons) Accounting

Programme Coordinator's Welcome

On behalf of our instructors and teaching assistants we would like to welcome you to the Accounting programme. We trust you will find your programme of study enjoyable; and that the knowledge and skills that you will gain at MSA will be both satisfying and rewarding. This programme awards the degree of BA (Hons) in Accounting.

The programme provides you with a solid foundation in different theories and skills associated with Accounting and Finance. This will enable you to work in different fields of accounting. It can also prepare you for postgraduate studies and for major professional Accounting qualifications.

This handbook provides you with necessary information that you will need about your university life. You will find a list of the courses you need to complete in order to fulfill the requirements of the accounting programme, as well as the objectives of the programme and the skills you need to acquire.

It is recommended that you read your handbook carefully and keep it in a safe place for future reference.

You will find in the Faculty of Management Sciences a whole team of dedicated instructors, teaching assistants and administrators who will give you all the support, advice and guidance you need. So do not hesitate to come to us with any queries you have.

Wishing you the best of luck in your academic and future life.

Programme Coordinator:

Hala El Marsafy
hmarsafy@msa.eun.eg



Programme Specification and Curriculum Map for BA (Hons) Accounting

Programme Specification

1. Programme title	BA Honours Accounting
2. Awarding institutions	October University for Modern Sciences and Arts
3. Teaching institution	October University for Modern Sciences and Arts
4. Programme accredited by	Supreme Council of Egyptian Universities
5. Final qualification	BA Honours
6. Academic year	xxxxxx
7. Language of study	English
8. Mode of study	Fulltime

9. Criteria for admission to the programme

The programme accepts students who passed Egyptian Thanaweya Amma (National High School Certificate) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the Supreme Council of Egyptian Universities. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.

10. Aims of the programme

The programme aims to:

1. Provide students with knowledge and technical skills in the area of accounting in the global economy.
2. Develop the student's ability to apply knowledge and to think critically.
3. Enhance the student's employability as a professional accountant in different types of institutions.
4. Prepare the students for life long learning.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. The generally accepted accounting concepts and principles (IFRS&EAS) underlying data accumulation for financial reports as applied to various types of ownership equities.
2. The concepts of cost and management accounting to enhance reporting for decision making.
3. The different concepts in the area of finance; debt versus equity, risk and return, capital management, capital budgeting, corporate finance and portfolio analysis.
4. The main current theories and practices in auditing, government accounting, and taxation.
5. A variety of subject matter including concepts in business administration, business law, economics, mathematics, marketing, statistics, information technology and management.

Teaching/learning methods

Students gain knowledge and understanding through lecturing and assigned readings from the assigned text, and additional readings from supplementary texts and journals. Moreover, tutorials enhance learning through discussions, article reviews, and case studies.

Assessment

Students' knowledge and understanding is assessed using a number of methods such as unseen examinations, and assessed coursework which include the use of research work and / or case studies.

<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Analyze a number of economic, business and financial problems using logical thinking, mathematical and statistical concepts and techniques. 2. Develop skills for evaluating analytical and comprehensive situations. 3. Research and analyze subject matter and draw reasoned conclusions from a given set of data and from data which must be acquired by students. 4. Compare the application of different accounting standards on certain reporting issues. 	<p>Teaching/learning methods</p> <p>Students develop cognitive skills through interactive lectures, problem solving, case studies and class discussions. Group and individual projects are also used to further enhance students' cognitive skills.</p> <p>Assessment Methods</p> <p>Students' cognitive skills are assessed by Coursework which includes essays, problem solving, oral presentations, case studies and other assignments as well as unseen examinations. Moreover, the Graduation project assesses the development of the cognitive skills.</p>
<p>C. Practical skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Identify and use relevant and reliable data in providing useful and understandable accounting information. 2. Prepare and analyze stand alone and consolidated financial statements. 3. Value stocks, bonds and portfolios using both fundamental and technical analysis. 4. Calculate the income tax for both individuals and different forms of business ownership. 5. Evaluate the efficiency and effectiveness of internal control systems. 	<p>Teaching/learning methods</p> <p>Students acquire practical skills through case studies, analysis of financial statements and problem solving. Different types of projects facilitate the thorough acquisition of all practical skills.</p> <p>Assessment Method</p> <p>Students' practical skills are assessed by individual and team projects, problem solving as well as case studies. Practical skills are also assessed through the graduation project.</p>

D. Graduate Skills

On completion of this programme the successful student will be able to:

1. Use their acquired personal skills in promoting and enhancing his/her career prospects.
2. Have the ability to be self starters through the effective use of various information sources and to become reflective learners.
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications.

Teaching/learning methods

Students acquire graduate skills through guided research work, receiving feedback on coursework, written tests and through presentations.

Assessment method

Students' graduate skills are assessed by completion of research work, and defence presentations.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The programme is studied over a minimum of four years (2 semesters per year namely Fall and Spring Semester with the Summer as being optional). In order to graduate, you have to successfully complete all modules with a total of 135 credit hours.

The programme is divided into study units called modules. Each module, on average, has a load of 3 credits. Modules are set at levels 1,2,3,4 indicating progressively more advanced studies. A student can't register in a module unless he has passed all prerequisite modules. This system of prerequisites is used to ensure that a student taking a module has undertaken the necessary preparatory work. The aims and outcomes of each module contribute to the overall aims and outcomes of the programme.

Moreover, you (the students) are given 4 optional and 2 elective modules along your years of study to allow you to pursue different lines of study and thus enhance your career opportunities and widen the scope of your employability.

Furthermore, the modules within your programme are classified as: University Requirements, Faculty Concentration Requirements, Major Concentration, Graduation Project, Faculty Collateral Requirements, and finally Optional and Elective Modules.

Accounting Programme - Module Breakdown

Subject Area	Count
University Requirements	3
ENG 101 – English for Academic Writing Purposes	
ENG 102 – English for Technical Writing and Study Skills	
ENG 201 – English for Research Purposes	
Faculty Concentration Requirements	11
ACCT 101 – Essentials of Accounting I	
ACCT 202 – Essentials of Accounting II	
ACCT 211 – Cost Accounting I	
BUS 102 – Introduction to Business	
ECO 101 – Introduction to Macroeconomics	
ECO 102 – Introduction to Microeconomics	
FIN 201 – Financial Management I	
LAW 201 – Introduction to Law	
LAW 301 – Commercial Law	
MGT 200 – Introductory Management	
MKT 201 – Principles of Marketing	
Total	14

Accounting Programme – Four Years Plan

#	Code	Course Name	CR	Prerequisites		
1	BUS 102	Introduction to Business	3			
2	CS 100	Introduction to Information Technology	4			
3	ECO 101	Introduction to Macroeconomics	3			
4	ENG 101	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH 112	Mathematics for Social Sciences I	3			
6	ACCT 101	Essentials of Accounting I	3			
7	ECO 102	Introduction to Microeconomics	3			
8	ENG 102	English Language for Study Skills	3	ENG 101		
9	MIS 101	Introduction to Management Information Systems	4	CS 100		
10	MTH 113	Mathematics for Social Sciences II	3	MTH 112		
11	ACCT 202	Essentials of Accounting II	3	ACCT 101		
12	ENG 201	English Language for Research Purposes	3	ENG 102		
13	FIN 201	Financial Management I	3	ACCT 101		
14	MGT 200	Introductory Management	3			
15	MKT 201	Principles of Marketing	3	BUS 102		
16	STAT 215	Statistics for Business I	4	MTH 112		
17	ACCT 203	Intermediate Accounting I	3	ACCT 202		
18	ACCT 211	Cost Accounting I	3	ACCT 101		
19	FIN 202	Financial Management II	3	FIN 201		
20	LAW 201	Introduction to Law	3	BUS 102	MGT 200	
21		Elective I	3			
22	OPT 1	CHOOSE ONLY ONE	3			
	MKT 202	Marketing Analysis and Planning		MKT 201		
	SCI 201	Scientific and Critical Thinking				
	STAT 216	Statistics for Business II		STAT 215		
23	ACCT 304	Intermediate Accounting II	3	ACCT 203		
24	LAW 301	Commercial Law	3	LAW 201		
25	MGT 310	Quantitative Approach to Management	3	MGT200	MTH 113	STAT 215
26	MIS 374	Accounting Information Systems (AIS)	3	FIN 202		
27		Elective II	3			
28	OPT 2	CHOOSE ONLY ONE	3			
	BUS 302	Public Administration		LAW 201	MGT 200	
	MGT 300	Human Resources Management		MGT 200		
	MGT 301	Organizational Behavior		MGT 200		
29	ACCT 305	Advanced Accounting	3	ACCT 304		
30	ACCT 312	Cost Accounting II	3	ACCT 211		
31	ACCT 321	Auditing I	3	ACCT 304		
32	ECO 303	Money and Banking	3	ECO101	ECO102	
33	FIN303	Corporate Finance	3	ACCT 202	FIN 202	
34	MGT320	Production and Operations Management	3	MGT310		
35	ACCT 422	Auditing II	3	ACCT 321		
36	ACCT 432	Taxation	3	ACCT 304		
37	ACCT 441	Accounting Theory-Research Methodology	3	ACCT304		
38	ACCT 461 I	Graduation Project I	3	ACCT 211	ACCT 304	ACCT 321
39	OPT 3	CHOOSE ONLY ONE	3			
	BUS 410	International Business		MGT 200	MKT 201	
	BUS 412	Entrepreneurship and Small Business Management		FIN 201	MGT 200	MKT 201
	FIN 404	Investment and Portfolio Management		FIN 303		

#	Code	Course Name	CR	Prerequisites		
40	ACCT 413	Managerial Accounting	3	ACCT 211	FIN 202	
41	ACCT 451	Current Issues in Accounting	3	ACCT 304		
42	ACCT 461 II	Graduation Project II	3	ACCT 461		
43	MGT401	Strategic Management	3	Senior standing - 95 credit hours		
44	OPT 4	CHOOSE ONLY ONE	3			
	ACCT 423	Accounting for Specialized Organizations		ACCT304	ECO303	
	ACCT 431	Governmental and National Accounting		ACCT304		
	ACCT 433	Taxation II		ACCT432		
		Total	135			

12.2 Levels and modules

All modules are categorized as compulsory or optional. Compulsory modules must be taken. The qualification cannot be achieved unless these modules have been successfully completed. Optional modules are those from which a specified minimum number must be taken. This qualification cannot be achieved unless the specified minimum number of optional modules has been successfully completed.

Level 1

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
ACCT 101 BUS 102 CS 100 ECO 101 ECO 102 ENG 101 ENG 102 MIS 101 MTH 112 MTH 113		For the student to be able to progress, he/she must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 2

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 202 ACCT 203 ACCT 211 ENG 201 FIN 201 FIN 202 LAW 201 MGT 200 MKT 201 STAT 215	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose one module from the following three modules: MKT202 SCI 201 STAT216	For the student to be able to progress, he/she must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 3

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 304 ACCT 305 ACCT 312 ACCT 321 ECO 303 FIN 303 LAW 301 MGT 310 MGT 320 MIS 374	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose one module from the following three modules: BUS302 MGT300 MGT301	For the student to be able to progress, he/she must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 413 ACCT 422 ACCT 432 ACCT 441 ACCT 451 ACCT 461 I ACCT 461 II MGT 401	The student must choose two OPTIONAL courses one from the following three modules: BUS410 BUS412 FIN404 And another module from the following modules: ACCT423 ACCT431 ACCT433	For the student to be able to progress, he/she must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

12.3 Non-compensatable modules

Module level	Module code
Zero	ENG 80
Zero	ENG 90

13. A curriculum map relating learning outcomes to modules

See Curriculum Map.

14. Information about assessment regulations

In addition to those defined in the University Regulations, students must pass all the compulsory modules

15. Future careers

The programme prepares students for a wide variety of future careers in banks, brokerage firms, accounting firms, and multinational corporations. Some students join the Certified Financial Accountants, Certified Financial Management, Association for Certified Chartered Accountants, or choose to specialize by continuing their education at the Master's level.

16. Particular support for learning

Extra group tutorial sessions and additional one to one sessions are given to the students to support their academic performance. Academic staff is also available to see students during office hours, and offer academic, social and personal advice. Other support includes academic events: guest speakers (prominent figures in the Egyptian Society), field trips, organizing simulation events, preparing the students to participate in different academic competitions, and social events like: attending concerts, participating in musical production, charity work, and participating in events like the International Day.

17. JACS code (or other relevant coding system)

N/A

18. Relevant QAA subject benchmark group(s)

General Accounting

19. Reference points

- Supreme Council of Egyptian Universities.
- National Academic Reference Standards - NARS
- QAA Guidelines for programme specifications.
- MSA University Council.
- Faculty of Management Sciences Quality Assurance Audit Unit.

20. Other information

This programme specification provides a summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if he/she takes full advantage of the learning opportunities that are provided.

Curriculum map for BA (Hons) Accounting

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The generally accepted accounting concepts and principles (IFRS&EAS) underlying data accumulation for financial reports as applied to various types of ownership equities.	C1	Identify and use relevant and reliable data in providing useful and understandable accounting information.
A2	The concepts of cost and management accounting to enhance reporting for decision making.	C2	Prepare and analyze stand alone and consolidated financial statements.
A3	The different concepts in the area of finance; debt versus equity, risk and return, capital management, capital budgeting, corporate finance and portfolio analysis.	C3	Value stocks, bonds and portfolios using both fundamental and technical analysis.
A4	The main current theories and practices in auditing, government accounting, and taxation.	C4	Calculate the income tax for both individuals and different forms of business ownership.
A5	A variety of subject matter including concepts in business administration, business law, economics, mathematics, marketing, statistics, information technology and management.	C5	Evaluate the efficiency and effectiveness of internal control systems.

Cognitive skills		Graduate Skills	
B1	Analyze a number of economic, business and financial problems using logical thinking, mathematical and statistical concepts and techniques.	D1	Use their acquired personal skills in promoting and enhancing his/her career prospects.
B2	Develop skills for evaluating analytical and comprehensive situations.	D2	Have the ability to be self starters through the effective use of various information sources and to become reflective learners.
B3	Research and analyzesubject matter and draw reasoned conclusions from a given set of data and from data which must be acquired by students.	D3	Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
B4	Compare the application of different accounting standards on certain reporting issues.	D4	Work in and contribute to group work.
B5		D5	Apply appropriate software packages to address different business situations.
B6		D6	Interpret the results of various quantitative techniques and evaluate their implications.

Programme outcomes																				
A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	
Highest level achieved by all graduates																				
4	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	

Module Title	Module Code by Level	Programme Outcomes																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
Introduction to Business	BUS102					√															
Introduction to Information Technology	CS100					√															√
Introduction to Macroeconomics	ECO101					√	√														
English Language for Academic Purposes	ENG101																		√		
Mathematics for Social Sciences I	MTH112					√	√														
Essentials of Accounting I	ACCT101	√								√		√									
Introduction to Microeconomics	ECO102					√	√														
English Language for Study Skills	ENG102															√		√			
Introduction to Management Information Systems	MIS 101					√															√
Mathematics for Social Sciences II	MTH113					√	√														
Essentials of Accounting II	ACCT202	√									√	√									
English Language for Research Purposes	ENG201									√						√		√			
Financial Management I	FIN201			√			√					√									
Introductory Management	MGT200					√											√				
Principles of Marketing	MKT201					√															
Statistics for Business I	STAT215					√	√													√	√
Intermediate Accounting I	ACCT203		√																		
Cost Accounting I	ACCT211			√			√					√									

Module Title	Module Code by Level	Programme Outcomes																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
Financial Management II	FIN202	√		√																	
Introduction to Law	LAW201					√										√					
<i>Opt1: Scientific and Critical Thinking</i>	SCI 201								√								√				√
<i>Opt1: Marketing Analysis and Planning</i>	MKT202					√															
<i>Opt1: Statistics for Business</i>	STAT216					√	√													√	√
Intermediate Accounting II	ACCT304	√							√		√								√		
Commercial Law	LAW301					√			√							√					
Quantitative Approach to Management	MGT310					√	√														√
Accounting Information Systems (AIS)	MIS374	√		√																√	
<i>Opt2: Human Resources Management</i>	MGT300					√										√			√		
<i>Opt2: Organizational Behaviour</i>	MGT301					√										√			√		
<i>Opt2: Public Administration</i>	BUS302					√										√			√		
Advanced Accounting	ACCT305	√						√	√	√		√					√				
Cost Accounting II	ACCT312		√						√								√				
Auditing I	ACCT321				√										√	√					
Money and Banking	ECO303			√												√					√
Corporate Finance	FIN303			√			√	√	√				√								√
Production and Operations Management	MGT320					√	√		√							√			√		
Auditing II	ACCT422				√				√	√	√				√	√		√			
Taxation	ACCT432				√			√	√		√			√			√				
Accounting Theory-Research Methodology	ACCT441				√			√		√							√				
<i>Opt3: International Business</i>	BUS410					√		√								√					
<i>Opt3: Entrepreneurship and Small Business Management</i>	BUS412					√		√								√	√		√		
<i>Opt3: Investment and Portfolio Management</i>	FIN404			√					√				√			√					√

Module Title	Module Code by Level	Programme Outcomes																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
Managerial Accounting	ACCT413		√					√	√		√										√
Current Issues in Accounting	ACCT451	√			√			√	√	√					√						
Graduation Project I & II	ACCT461 I & II								√						√	√	√	√	√	√	√
Strategic Management	MGT401						√	√	√						√	√	√		√		√
<i>Opt4: Accounting for Specialized Organizations</i>	ACCT423	√			√			√			√						√				
<i>Opt4: Governmental and National Accounting</i>	ACCT431				√					√	√						√		√		
<i>Opt4: Taxation II</i>	ACCT433				√				√	√				√		√					

II. BA (Hons) Economics

Programme Coordinator's Welcome

On behalf of our instructors and teaching assistants I would like to welcome you to the Economics Programme. The programme offers undergraduate courses in economics, and awards the degree of BA (Hons) in economics.

Despite its young age, the Economics Department has clearly marked its footprints as one of the best economics departments in Egypt. Our successes abound, ranging from the excellent annual reports we receive from British external examiners on the department's performance and on our students' researches, to the high performance of our postgraduate students in British universities, to winning the first prize in the Arab African International Bank Award in 2009 by a group of our economics students. Last but not least, was the winning of both the University Cup and the Faculty of Management Sciences Cup in 2012 by two economics graduates for best performance at both the university and faculty levels, reflecting the high academic standard of our graduates.

Almost half a century ago, Keynes, one of the most prominent economists in the world, said: "The ideas of economists and political thinkers, both when they are right and when they are wrong, are more powerful than commonly understood. Indeed the world is ruled by little else." If you want to know how the world is ruled or if you plan to pursue a career in banking, business or finance or to be employed in a wide range of national, international or governmental institutions, then economics is your choice. Furthermore, the programme prepares you for postgraduate studies in economics. If you still have doubts about the importance of economics remember that every year the Swedish Royal Academy of Sciences chooses an economist – from among only six other professions – to be eligible for its esteemed Nobel Prize. Accordingly, being an economist not only enhances your knowledge and builds you a successful career, but also makes you a member of a distinguished profession.

As your Programme Leader I shall be available with other staff members to give you the support and advice you need during your academic progress. Please do not hesitate to contact me any time. I wish you the best of luck.

Programme Coordinator: Heba Helmy.
hebaezhelmy@yahoo.com



Programme Specification and Curriculum Map for BA (Hons) Economics

Programme Specification

1. Programme title	BA Honours Economics
2. Awarding institutions	October University for Modern Sciences and Arts
3. Teaching institution	October University for Modern Sciences and Arts
4. Programme accredited by	Supreme Council of Egyptian Universities
5. Final qualification	BA Honours
6. Academic year	Xxxxxx
7. Language of study	English
8. Mode of study	Full Time

9. Criteria for admission to the programme

The programme accepts students who passed Egyptian Thanaweya Amma (National High School Certificate) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the Supreme Council of Egyptian Universities. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university.

10. Aims of the programme

This undergraduate programme is designed for students who aspire to understand, analyse, forecast, and influence economic development and policy-making at the aggregate level as well as at the level of the individual firm. The programme aims to:

1. Provide knowledge about the workings of the economy and develop the relevant skills for the constructive use of that knowledge in a range of settings.
2. Provide students with the tools to apply the knowledge and skills they have acquired to the solution of theoretical and applied problems in economics, and to exercise judgment in evaluating economic policies.
3. Develop the analytical, numerical, statistical, and autonomous learning skills that are necessary for the professional economist.
4. Develop understanding of problems of economic policy, and be able to analyse economic data and prepare economic forecasts for markets and institutions.
5. Prepare students for lifelong learning by stimulating their interests, upgrading their skills and encouraging autonomous learning.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. Fundamental concepts and principles of economics as well as other related fields such as accounting, finance, business, management, marketing, mathematics, political science, law and programming
2. Micro/macro-economic theories and practices
3. Empirical studies in economics using mathematical and statistical methods
4. The use of both quantitative and qualitative data relevant to the study of economics
5. Integration and application of economic concepts to real world problems and issues.
6. Verbal, graphical, mathematical, and econometric representation of economic ideas.

Teaching/learning methods

The outcomes are achieved by attending lectures and tutorials, reading the required text and articles, teaching assistant-led discussions, student led discussions, and attempting tutorial exercises.

They are also gained by encouraging students to interact with lecturers, peers and practitioners, making use of relevant examples, new developments and current research.

Lab assignments and project work are required in different modules.

Assessment Methods

Coursework and unseen examinations are used to assess these outcomes. Individual and team projects are also used to assess these outcomes.

<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Explore problems using logical thinking and provide solutions to such problems. 2. Identify tacit assumptions and limitations of data and information 3. Provide analysis and critical judgment to different economic issues 4. Analyze and interpret economic data and information 5. Discuss, analyse and evaluate government policy and assess the performance of the Egyptian economy and other world economies 6. Critically evaluate the development of economic ideas and theories offered by various economic schools of thought 	<p>Teaching/learning methods</p> <p>Outcomes are achieved through lectures, class discussions, and assignments discussed during tutorials. They are also achieved through independent learning while preparing projects in different modules.</p> <p>Assessment Methods</p> <p>Students' cognitive skills are assessed by means of different forms of coursework, and unseen written examinations.</p>
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Collect, review, and critically evaluate literature on economic issues and suggest ways to solve problems. 2. Calculate and interpret economic indicators 3. Employ mathematical and statistical techniques to analyze a number of economic problems 4. Manage and process data-using spreadsheets and other specialized software packages 	<p>Teaching/learning methods</p> <p>The outcomes achieved by attending lectures and tutorials, reading the required text and articles, teaching assistant-led discussions, student led discussions, and attempting tutorial exercises. These outcomes are also gained by encouraging students to interact with lecturers, peers and practitioners, making use of relevant examples, new developments and current research. Outcomes are also achieved through lab assignments and learning the necessary software packages to accomplish the project work required in different modules.</p> <p>Assessment Methods</p> <p>Coursework and unseen examinations as well as individual and team projects are utilized.</p>

D. Graduate Skills

On completion of This programme the successful student will be able to:

1. Use their acquired personal skills in promoting and enhancing his/her career prospects
2. Have the ability to be self starters through the effective use of various information sources and to become reflective learners
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications.

Teaching/learning methods

Students acquire graduate skills through guided research work, receiving feedback on coursework and written tests.

Assessment method

Students' graduate skills are assessed by completion of research work, and defense presentations.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The programme is studied over a minimum of four years (two semesters per year namely the fall and spring semesters with the summer semester as being optional). In order to graduate, you have to successfully complete all modules with a total of 141 credit hours.

The programme is divided into study units called modules. Each module, on average, has a load of three credits. Modules are set at levels 1,2,3 and 4 indicating progressively more advanced studies. A student cannot register in a module unless he has passed all prerequisite modules. This system of prerequisites is used to ensure that a student taking a module has undertaken the necessary preparatory work. The aims and outcomes of each module contribute to the overall aims and outcomes of the programme.

Moreover, you (the students) are given 2 optional and 2 elective modules along your years of study to allow you to peruse different lines of study and thus enhance your career opportunities and widen the scope of your employability.

Furthermore, the modules within your programme are classified as: University Requirements, Faculty Concentration Requirements, Major Concentration, Graduation Project, Faculty Collateral Requirements, and finally Optional and Elective Modules.

Economics Programme – Module Breakdown

Subject Area	Count
University Requirements	3
ENG 101 – English for Academic Writing Purposes	
ENG 102 - English for Technical Writing and Study Skills	
ENG 201 – English for Research Purposes	11
Faculty Concentration Requirements	
ACCT 101 – Essentials of Accounting I	
ACCT 202 – Essentials of Accounting II	
ACCT 211 – Cost Accounting I	
BUS 102 – Introduction to Business	
ECO 101 – Introduction to Macroeconomics	
ECO 102 – Introduction to Microeconomics	
FIN 201 – Financial Management I	
LAW 201 – Introduction to Law	
LAW 301 – Commercial Law	
MGT 200 – Introductory Management	
MKT 201 – Principles of Marketing	
Total	14

Subject Area	Count
Major Concentration	21
BUS 303 – Research Methodology	
ECO 301 I – Macroeconomic Theory I	
ECO 301 II – Macroeconomic Theory II	
ECO 302 I – Microeconomic Theory I	
ECO 302 II – Microeconomic Theory II	
ECO 303 – Money and Banking	
ECO 305 – Economic Development	
ECO 306 – Public Finance	
ECO 316 – Econometrics I	
ECO 403 – International Trade	
ECO 405 I – Development of Economic Thought I	
ECO 405 II – Development of Economic Thought II	
ECO 407 I – Economics of Egypt I	
ECO 407 II – Economics of Egypt II	
ECO 408 – Labour Economics	
ECO 409 – Feasibility Study and Project Evaluation	
ECO 412 – Environmental Economics	
ECO 415 – Middle East Economics	2
MTH 213 – Mathematics for Economists I	
STAT 215 – Statistics for Business I ⁽¹⁾	
STAT 216 – Statistics for Business II	
Graduation Project	
ECO 420 I – Graduation Project I ⁽²⁾	
ECO 420 II – Graduation Project II ⁽²⁾	
Total	23
Faculty Collateral Requirements	
CS 100 – Introduction to Information Technology ⁽¹⁾	
MIS 101 - Introduction to management Information System ⁽¹⁾	
MTH 112 – Mathematics for Social Sciences I	
MTH 113 – Mathematics for Social Sciences II	
Total	4
Optional Modules	3
<i>Option 1:</i>	
FIN 202 – Financial Management II	
ECO 207 – The Digital Economy	
PSC 200 – Introduction to Political Science	
<i>Option 2:</i>	
ECO 309 – Agricultural Economics	
ECO310 – Economics of Energy	
PSC 320 – International Relations	
<i>Option 3:</i>	
ECO 411 – Contemporary Economic Issues	
ECO 416 – Econometrics II	
MTH 414 – Mathematics for Economics II	
Elective Modules	2
Total	5
Total	46

(1) Modules with four credit hours

(2) The graduation project, each part worth three credit hours

(3) Three weeks of Internship for students in the second and third year

Economics Programme – Four Years Plan

#	Code	Course Name	CR	Prerequisites		
1	BUS 102	Introduction to Business	3			
2	CS 100	Introduction to Information Technology	4			
3	ECO 101	Introduction to Macroeconomics	3			
4	ENG 101	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH 112	Mathematics for Social Sciences I	3			
6	ACCT 101	Essentials of Accounting I	3			
7	ECO 102	Introduction to Microeconomics	3			
8	ENG 102	English Language for Study Skills	3	ENG 101		
9	MIS 101	Introduction to Management Information Systems	4	CS 100		
10	MTH 113	Mathematics for Social Sciences II	3	MTH 112		
11	ACCT 202	Essentials of Accounting II	3	ACCT 101		
12	ENG 201	English Language for Research Purposes	3	ENG 102		
13	FIN 201	Financial Management I	3	ACCT 101		
14	MGT 200	Introductory Management	3			
15	MKT 201	Principles of Marketing	3	BUS 102		
16	STAT 215	Statistics for Business I	4	MTH 112		
17	ACCT 211	Cost Accounting I	3	ACCT 101		
18	LAW 201	Introduction to Law I	3	BUS 102	MGT 200	
19	MTH 213	Mathematics for Economists I	3	MTH 113		
20	STAT216	Statistics for Business II	3	STAT 215		
21	Elective 1		3			
22	OPT 1	CHOOSE ONLY ONE	3			
	FIN 202	Financial Management II		FIN 201		
	ECO207	The Digital Economy		ECO101	ECO102	
	PSC 200	Introduction to Political Science				
23	BUS 303	Research Methodology	3	STAT 215	ENG 201	
24	ECO 301 I	Macroeconomic Theory I	3	ECO 101	MTH 113	
25	ECO 302 I	Microeconomic Theory I	3	ECO 101	ECO 102	
26	ECO 303	Money and Banking	3	ECO 101	ECO 102	
27	ECO 316	Econometrics I	3	MTH213	STAT 216	
28	LAW 301	Commercial Law	3	LAW 201		
29	ECO 301 II	Macroeconomic Theory II	3	ECO 301I		
30	ECO 302 II	Microeconomic Theory	3	ECO 302 I		
31	ECO 305	Economic Development	3	ECO 101	ECO 102	
32	ECO 306	Public Finance	3	ECO 302 I		
33	Elective 2		3			
34	OPT 2	CHOOSE ONLY ONE	3			
	ECO 309	Agricultural Economics		ECO 101	ECO 102	
	ECO 310	Economics of Energy		ECO 101	ECO 102	
	PSC 320	International Relations		PSC 200		

#	Code	Course Name	CR	Prerequisites		
35	ECO 403	International Trade	3	ECO 301 I	ECO 302 I	
36	ECO 405 I	Development of Economic Thought I	3	ECO 301 I	ECO 302 I	
37	ECO 407 I	Economics of Egypt I	3	ECO 305		
38	ECO 408	Labour Economics	3	ECO 301 I	ECO 302 I	
39	ECO 409	Feasibility Study and Project Evaluation	3	ECO 301 I	ECO 302 I	

40	ECO 420I	Graduation Project I	3	BUS 303	ECO 316	Senior
41	ECO 405 II	Development of Economic Thought II	3	ECO 405 I		
42	ECO 407 II	Economics of Egypt II	3	ECO 407 I		
43	ECO 412	Environmental Economics	3	ECO 301 I	ECO 302 I	
44	ECO 415	Middle East Economics	3	ECO 305		
45	ECO 420II	Graduation Project II	3	ECO420I		
46	OPT 3	CHOOSE ONLY ONE	3			
	ECO 411	Contemporary Economic Issues		ECO 301 I	ECO 302 I	
	ECO 416	Econometrics II		ECO 316		
	MTH 414	Mathematics for Economists II		MTH 213		
		Total	141			

12.2 Levels and modules		
All modules are categorised as compulsory. Compulsory modules must be taken. The qualification cannot be achieved unless these modules have been successfully completed.		
Level 1		
COMPULSORY		PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 101 BUS 102 CS 100 ECO 101 ECO 102 ENG 101 ENG 102 MIS 101 MTH 112 MTH 113		For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load
Level 2		
COMPULSORY		PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 202 ACCT 211 ENG 201 FIN 201 LAW 201 MGT 200 MKT 201 MTH 213 STAT 215 STAT 216	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose one module from the following three modules: ECO 207 FIN 202 PSC 200	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load
Level 3		
COMPULSORY		PROGRESSION REQUIREMENTS
Students must take all of the following: BUS 303 ECO 301I ECO 301II ECO 302I ECO 302II ECO 303 ECO 305 ECO 306 ECO 316 LAW 301	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. The student must choose one OPTIONAL course from the following three modules: ECO 309 ECO 310 PSC 320	To specialize in economics, the student must obtain a B-average in the two introductory modules, Introduction to Macroeconomics (ECO101) and Introduction to Microeconomics (ECO 102). For the student to be able to progress after he has joined the department, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load.

Level 4		
COMPULSORY		PROGRESSION REQUIREMENTS
ECO 403 ECO 405I ECO 405II ECO 407I ECO 407II ECO 408 ECO 409 ECO 412 ECO 415 ECO 420 I ECO 420 II	Also the student must choose one module from the following three modules: ECO 411 ECO 416 MTH 414	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

12.3 Non-compensable modules

Module level	Module code
0	ENG 80
0	ENG 90

13. A curriculum map relating learning outcomes to modules

See Curriculum Map.

14. Information about assessment regulations

In addition to those defined in the University Regulations, students must pass all the compulsory modules

15. Future careers

The programme prepares students for a wide variety of future careers. Students typically join the banking sector, brokerage firms, marketing research firms where they work as financial and investment analysts, Ministry of Economics, non-governmental organizations, and chambers of commerce. The students also choose to specialise by continuing their education at the Master's level.

16. Particular support for learning

Extra group tutorial sessions and additional one to one sessions are given to the students to support their academic performance. Academic staff is also available to see students during office hours, and offer academic, social and personal advice. Other support includes academic events: guest speakers (prominent figures in the Egyptian Society), field trips, organizing simulation events, preparing the students to participate in different academic competitions, and social events like attending concerts, participating in musical production, charity work and in events like the International Day.

17. JACS code (or other relevant coding system)

N/A

18. Relevant QAA subject benchmark group(s)

Economics

19. Reference points

- Supreme Council of Egyptian Universities.
- National Academic Standards – NARS
- QAA Guidelines for programme specifications.
- MSA University Council.
- Faculty of Management Sciences Quality Assurance Audit Unit.
- Subject Benchmark Statements

20. Other information

This programme specification provides a summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if he/she takes full advantage of the learning opportunities that are provided.

Curriculum map for *BA (Hons) Economics*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	Fundamental concepts and principles of economics as well as other related fields such as accounting, finance, business, management, marketing, mathematics, political science and programming.	C1	Collect, review, and critically evaluate literature on economic issues and suggest ways to solve problems.
A2	Micro/macro-economic theories and practices.	C2	Calculate and interpret economic indicators.
A3	Empirical studies in economics using mathematical and statistical methods.	C3	Employ mathematical and statistical techniques to analyze a number of economic problems.
A4	The use of both quantitative and qualitative data relevant to the study of economics.	C4	Manage and process data-using spreadsheets and other specialized software packages.
A5	Integration and application of economic concepts to real world problems and issues.		
A6	Verbal, graphical, mathematical, and econometric representation of economic ideas.		

Cognitive skills		Graduate Skills	
B1	Explore problems using logical thinking and provide solutions	D1	Use his/her acquired personal skills in promoting and enhancing his/her career prospects.
B2	Identify tacit assumptions and limitations of data and information	D2	Have the ability to be self starters through the effective use of various information sources and to become reflective learners.
B3	Provide analysis and critical judgment to different economic issues.	D3	Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
B4	Analyze and interpret economic data and information.	D4	Work in and contribute to group work.
B5	Discuss, analyse and evaluate government policy and assess the performance of the Egyptian economy and other world economies.	D5	Apply appropriate software packages to address different business situations.
B6	Critically evaluate the development of economic ideas and theories offered by various economic schools of thought.	D6	Interpret the results of various quantitative techniques and evaluate their implications

A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Highest level achieved by all graduates																					
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4

Module Title	Module Code by Level	Programme Outcomes																							
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6		
Introduction to Business	BUS102	√																							
Introduction to Information Technology	CS100	√																					√		
Introduction to Macro-economics	ECO101	√	√				√	√							√										
English Language For Academic Purposes	ENG101	√																		√					
Mathematics for Social Sciences I	MTH112	√															√								
Essentials of Accounting I	ACCT101	√																							
Introduction to Micro-economics	ECO102	√	√				√	√							√										
English Language For Study Skills	ENG102	√																	√		√				
Mathematics for Social Sciences II	MTH113				√											√	√								
Introduction to Management Information Systems	MIS 101	√																√					√		
Essentials of Accounting II	ACCT 202	√																							
English Lang. For Research Purposes	ENG201	√																	√		√				
Financial Management I	FIN 201	√										√													
Introductory Management	MGT200	√																		√					
Principles of Marketing	MKT201	√																							
Statistics for Business I	STAT215	√		√													√	√					√	√	
Cost Accounting I	ACCT211	√			√											√	√		√					√	
Introduction to Law	LAW 201	√																	√						
Mathematics for Economists	MTH213				√			√								√	√							√	
Statistics for Business II	STAT216			√	√												√	√					√	√	

Module Title	Module Code by Level	Programme Outcomes																							
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6		
<i>Opt 1: Financial Management II</i>	FIN 202									√	√														
<i>Opt1: The Digital Economy</i>	ECO 207		√			√		√		√				√					√	√					
<i>Opt1: Introduction to Political Science</i>	PSC200	√																	√						
Research Methodology	BUS303							√	√								√	√				√	√		
Macroeconomic Theory I	ECO301 I		√			√				√			√						√						
Microeconomic Theory I	ECO302 I		√				√		√	√			√	√											
Money and Banking	ECO303						√	√							√			√					√		
Econometric Methods	ECO316			√			√									√	√					√	√		
Commercial Law**	LAW 301	√						√										√							
Macroeconomic Theory II	ECO301 II		√			√				√			√	√					√						
Microeconomic Theory II	ECO302 II		√				√		√	√			√	√											
Economic Development	ECO305					√						√	√			√	√						√		
Public Finance	ECO306		√		√	√	√		√			√													
<i>Opt 2: International Relations</i>	PSC320							√					√							√	√				
<i>Opt 2: Agricultural Economics</i>	ECO309				√	√				√		√			√			√	√	√					
<i>Opt 2: Economics of Energy</i>	ECO 310				√	√				√		√			√			√	√	√					
International Trade	ECO403		√			√					√			√				√		√		√	√		
Development of Economic Thought I	ECO405 I		√						√				√							√	√				
Economics of Egypt I	ECO407 I										√	√		√					√	√					
Labour Economics	ECO408			√		√		√		√				√											
Feasibility Study and Project Evaluation	ECO409			√					√							√		√			√	√			
Graduation Project 1	ECO 420I		√	√		√	√		√	√	√					√	√				√	√	√		

Module Title	Module Code by Level	Programme Outcomes																							
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6		
Development of Economic Thought II	ECO405 II		√						√				√							√	√				
Economics of Egypt II	ECO407 II										√	√		√					√	√					
Environmental Economics	ECO412				√			√				√		√							√				
Middle East Economics	ECO415				√					√	√	√							√		√				
Graduation Project II	ECO420II		√	√		√	√		√	√	√					√	√				√	√	√		
Option 3: Contemporary Economic Issues	ECO411			√			√				√	√											√		
Option 3: Mathematics for Economists II	MTH414				√			√								√	√						√		
Option 3: Econometrics II	ECO416			√			√										√	√					√	√	

III. BA (Hons) Management Information Systems Programme

Programme Coordinator's Welcome

On behalf of our instructors and teaching assistants I would like to welcome you to the Management Information Systems Programme. I trust you will find your programme of study enjoyable; and that the knowledge and skills that you will gain at MSA will be both satisfying and rewarding. Our programme offers a BA (Hons) in Management Information Systems.

The programme offers you knowledge and skills in two growth areas, namely Management Information Systems. Not only will you learn how to use computer and information system to fulfil certain managerial responsibilities, but also you will have the chance to enhance your ability to analyze, design, and implement any type of management system. This is not limited to computer systems but goes beyond that to prepare you to work as a System's Consultant where you can apply all topics studied in this programme to assist different managers of organizations to achieve their objectives to help the organization gain a competitive edge in the market, and mostly to make reliable and rational decisions.

When you complete this programme you will have hands on experience in the field of Management, and at the same time have thorough understanding of systems concepts and information technology management. If you are interested to pursue your career in either the management stream or the systems stream, you will achieve it by joining our programme.

In your studies, you will have the guidance and support of a professional and highly competent team of academic staff. Project work and field trips will also give you insights into the practical world.

Finally, as a Programme Leader, I am available at any time along with other staff members to give you all the support and advice you will need during your academic progress. *Best of luck in your studies.*

Programme Coordinator: Dr. Ghada Aly
(galy@msa.eun.eg)



Programme Specification and Curriculum Map for BA (Hons) Management Information Systems

Programme Specification

1. Programme title	BA Honours Management Information Systems
2. Awarding institutions	October University for Modern Sciences and Arts (MSA)
3. Teaching institution	October University for Modern Sciences and Arts (MSA)
4. Programme accredited by	The Egyptian Supreme Council for Higher Education
5. Final qualification	BA Honours
6. Academic year	XXXXX
7. Language of study	English
8. Mode of study	Full Time Mode

9. Criteria for admission to the programme

The programme accepts students who passed Egyptian Thanaweya Amma (National High School Certificate) or any other equivalent high school examination (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, and National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the Supreme Council of Egyptian Universities. The minimum percentage varies from one year to the other and is declared to all applicants during the summer and prior to their admission to the university..

10. Aims of the programme

The programme aims to:

1. Provide students with a coherent body of knowledge in two growth areas namely: Management Information Systems.
2. Provide the students with extended opportunities to gain knowledge in digital economy subjects like IT and e-commerce.
3. Equip the students with the skills needed to deal with the business world of the 21st century where technology is becoming detrimental to their success at global business.
4. Develop the students' technical abilities to analyze, design, and implement agile IS solutions in various areas of management.
5. Prepare the students for a career that involves the management of technology or business management in an environment of continuous change and technological evolution.
6. Prepare the students for life long learning.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. The management functions and skills including issues in motivation and leadership, HRM, foundations of individual behaviour, operations management area, different levels of strategies, project management, and SCM
2. Information systems topics such as database management, systems analysis and design, e-commerce, decision support systems, and business applications.
3. Organizations (whether public or private), their management, and the changing external environment in which they operate.
4. Key concepts in business law, economics, accounting, finance, marketing, mathematics and statistics.

Teaching/learning methods

Students gain knowledge and understanding through lecturing and readings from the assigned text, and additional readings from supplementary texts and journals. Moreover, tutorials enhance learning through discussions, assignments, case studies, and article/book reviews.

Assessment Methods

Students' knowledge and understanding is assessed using a number of methods which includes unseen examinations, and assessed coursework. Other assessments include the use of research work and or case studies.

<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Analyze different business situations, define problems, find alternative solutions, choose optimal ones, and provide managerial recommendations. 2. Provide decision support for management by using appropriate tools and techniques 3. Assess collected data, use quantitative concepts to analyze and evaluate findings, comment on data limitations using proper research methodology approach. 4. Exploit new innovations and changes in technology to commercial advantages, with a deeper integrative understanding of the application of such technology to achieve competitive advantages. 	<p>Teaching/learning methods</p> <p>Students develop cognitive skills through interactive lectures, case studies and class discussions. Group and individual projects are also used to further enhance students' cognitive skills.</p> <p>Lab sessions are an integral part of aiding students in gaining the required cognitive skills.</p> <p>Assessment Methods</p> <p>Students' cognitive skills are assessed by coursework which includes essays, oral presentations, case studies and assignments as well as unseen examinations.</p> <p>Moreover, the Graduation project assesses the development of the cognitive skills.</p>
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Conduct situation analysis 2. Analyze business requirements and model it into a working system 3. Apply appropriate models, theories and strategies to a broad range of business and technology issues. 4. Implement evolving IT solutions using good principles of analysis and design while aligning them with corporate objectives. 	<p>Teaching/learning methods</p> <p>Students acquire practical skills through case studies, analysis of business situations and problem solving. Different types of projects facilitate the thorough acquisition of all practical skills.</p> <p>Assessment Methods</p> <p>Students' practical skills are assessed by individual and team projects as well as case studies.</p> <p>Practical skills are also assessed through the graduation project.</p>

D. Graduate Skills

On completion of This programme the successful student will be able to:

1. Use his/her acquired personal skills in promoting and enhancing his/her career prospects
2. Have the ability to be self starters through the effective use of various information sources and to become reflective learners
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications and detect false reasoning or logic.

Teaching/learning methods

Students acquire graduate skills guided research work, receiving feedback on coursework and written tests and through presentations.

Assessment methods

Students' graduate skills are assessed by completion of research work, and defence presentations.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The programme is studied over a minimum of four years (2 semesters per year namely Fall and Spring Semester with the Summer as being optional). In order to graduate, you have to successfully complete all modules with a total of 135 credit hours.

The programme is divided into study units called modules. Each module, on average, has a load of 3 credits. Modules are set at levels 1,2,3,4 indicating progressively more advanced studies. A student can't register in a module unless he has passed all prerequisite modules. This system of prerequisites is used to ensure that a student taking a module has undertaken the necessary preparatory work. The aims and outcomes of each module contribute to the overall aims and outcomes of the programme.

Moreover, you (the students) are given 4 optional and 2 elective modules along your years of study to allow you to pursue different lines of study and thus enhance your career opportunities and widen the scope of your employability.

Furthermore, the modules within your programme are classified as: University Requirements, Faculty Concentration Requirements, Major Concentration, Graduation Project, Faculty Collateral Requirements, and finally Optional and Elective Modules.

Management Information Systems Programme –Module Breakdown

Subject Area	Count
University Requirements	3
ENG 101 – English for Academic Writing Purposes	
ENG 102 - English for Technical Writing and Study Skills	
ENG 201 – English for Research Purposes	
Faculty Concentration Requirements	11
ACCT 101 – Essentials of Accounting I	
ACCT 202 – Essentials of Accounting II	
ACCT 211 – Cost Accounting I	
BUS 102 – Introduction to Business	
ECO 101 – Introduction to Macroeconomics	
ECO 102 – Introduction to Microeconomics	
FIN 201 – Financial Management I	
LAW 201 – Introduction to Law	
LAW 301 – Commercial Law	
MGT 200 – Introductory Management	
MKT 201 – Principles of Marketing	
Total	14

Subject Area	Count
Major Concentration	18
BUS 302 – Public Administration	
BUS 303 – Research Methodology	
MGT 300 – Human Resources Management	
MGT 301 – Organizational Behavior	
MGT 310 – Quantitative Approach To Management	
MGT 320 – Production and Operations Management	
MGT 401 – Strategic Management	
MGT 442 – Project Management	
MIS 341 – Business Systems Analysis and Design	
MIS 371 – Database Management Systems	
MIS 381 – E-Commerce and E-Marketing	
MIS 461 – Management Decision Support Systems	
MIS 475 – Advanced Topics in Management Information Systems	
MIS 481 – Web Engineering	
STAT 215 – Statistics for Business I ⁽¹⁾	
SYS 201 – Fundamentals of Programming	
SYS 221 – Introduction to Computer Networks	
SYS 321 – Information Systems Security Management	
Graduation Project	2
MGT 420 I – Graduation Project I ⁽²⁾	
MGT 420 II – Graduation Project II ⁽²⁾	
Total	20
Faculty Collateral Requirements	
CS 100 – Introduction to Information Technology ⁽¹⁾	
MIS 101 – Introduction to Management Information Systems ⁽¹⁾	
MTH 112 – Mathematics for Social Sciences I	
MTH 113 – Mathematics for Social Sciences II	
Total	4
Optional Modules	4
<i>Option 1:</i>	
FIN 202 Financial Management II	
MKT 202 Marketing Analysis and planning	
STAT 216 Statistics for Business II	
<i>Option 2:</i>	
ACCT 312 Cost Accounting II	
FIN 303 Corporate Finance	
MKT 305 Integrated Marketing Communication	
<i>Option 3:</i>	
BUS 410 International Business	
MGT 400 Human Resource Management II	
MKT 405 New Product Development	
<i>Option 4:</i>	
BUS 412 Entrepreneurship and Small Business Management	
FIN 404 Investment and Portfolio Management	
MGT 441 Supply Chain Management	
Elective Modules	2
Total	6
Total	44

(1) Modules with four credit hours

(2) The graduation project, each part worth three credit hours

(3) Three weeks of Internship for students in the second and third year

Management Information Systems Programme – Four Years Plan

#	Code	Course Name	CR	Prerequisites		
1	BUS 102	Introduction to Business	3			
2	CS 100	Introduction to Information Technology	4			
3	ECO 101	Introduction to Macroeconomics	3			
4	ENG 101	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH 112	Mathematics for Social Sciences I	3			
6	ACCT 101	Essentials of Accounting I	3			
7	ECO 102	Introduction to Microeconomics	3			
8	ENG 102	English Language for Study Skills	3	ENG 101		
9	MIS 101	Introduction to Management Information Systems	4	CS 100		
10	MTH 113	Mathematics for Social Sciences II	3	MTH 112		
11	ACCT 202	Essentials of Accounting II	3	ACCT 101		
12	ENG 201	English Language for Research Purposes	3	ENG 102		
13	FIN 201	Financial Management I	3	ACCT 101		
14	MGT 200	Introductory Management	3			
15	MKT 201	Principles of Marketing	3	BUS 102		
16	STAT 215	Statistics for Business I	4	MTH 112		
17	ACCT 211	Cost Accounting I	3	ACCT 101		
18	LAW 201	Introduction to Law	3	BUS 102	MGT 200	
19	SYS 201	Fundamentals of Programming	3			
20	SYS 221	Introduction to Computer Networks	3			
21		Elective I	3	MIS 101		
22	OPT 1	CHOOSE ONLY ONE	3			
	FIN 202	Financial Management II		FIN 201		
	MKT 202	Marketing Analysis and planning		MKT 201		
	STAT 216	Statistics for Business II		STAT 215		
23	LAW 301	Commercial Law	3	LAW 201		
24	MGT 300	Human Resources Management	3	MGT 200		
25	MGT 310	Quantitative Approach To Management	3	MGT 200	MTH 113	STAT 215
26	MIS 341	Business Systems Analysis and Design	3	MIS 101		
27	MIS 371	Database Management Systems	3	SYS 201	SYS 221	
28	MIS 381	E-Commerce and E-Marketing	3	MKT 201		
29	BUS 302	Public Administration	3	LAW 201	MGT 200	
30	BUS 303	Research Methodology	3	ENG 201	STAT 215	
31	MGT 301	Organizational Behavior	3	MGT 200		
32	MGT 320	Production and Operations Management	3	MGT 310		
33	SYS 321	Information Systems Security Management	3	SYS 201		
34	OPT 2	CHOOSE ONLY ONE	3			
	ACCT 312	Cost Accounting II		ACCT 211		
	FIN 303	Corporate Finance		ACCT 202	FIN 202	
	MKT 305	Integrated Marketing Communication		MKT 202		
35	MGT 420 I	Graduation Project I	3	MIS 341	MIS 371	
36	MIS 461	Management Decision Support Systems	3	MIS 341		
37	MIS 475	Business Applications	3	MIS 341		
38		Elective II	3			
39	OPT 3	CHOOSE ONLY ONE	3			
	BUS 410	International Business		MGT 200	MKT 201	
	MGT 400	Human Resource Management II		MGT 300		
	MKT 405	New Product Development		MKT 201		

#	Code	Course Name	CR	Prerequisites		
40	MGT 401	Strategic Management	3	Senior standing - 95 credit hours		
41	MGT 442	Project Management	3	MGT320		
42	MGT420 II	Graduation Project II	3	MGT 420I		
43	MIS 481	Web Engineering	3	MIS 381		
44	OPT 4	CHOOSE ONLY ONE	3			
	BUS 412	Entrepreneurship and Small Business Management		FIN 201	MGT 200	MKT 201
	FIN 404	Investment and Portfolio Management		FIN303		
	MGT 441	Supply Chain Management		MGT 310	MKT 201	
		Total	135			

12.2 Levels and modules

All modules are categorized as compulsory or optional. Compulsory modules must be taken. The qualification cannot be achieved unless these modules have been successfully completed. Optional modules are those from which a specified minimum number must be taken. This qualification cannot be achieved unless the specified minimum number of optional modules has been successfully completed.

Level 1

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 101 BUS 102 CS 100 ECO 101 ECO 102 ENG 101 ENG 102 MIS 101 MTH 112 MTH 113		For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 2

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 202 ACCT 211 ENG 201 FIN 201 LAW 201 MGT 200 MKT 201 STAT 215 SYS 201 SYS221	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose one module from the following three modules: FIN 202 MKT 202 STAT 216	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 3

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: BUS 302 BUS 303 LAW 301 MGT 300 MGT 301 MGT 310 MGT 320 MIS 341 MIS 371 MIS 381 SYS 321	The student must choose one OPTIONAL course from the following three modules: ACCT 312 FIN 303 MKT 305	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT 401 MGT 420 I MGT 442 MGT420 II MIS 461 MIS 475 MIS 481	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose two OPTIONAL courses one from the following three modules: BUS 410 MKT 405 MGT 400 And another module from the following modules: BUS 412 FIN 404 MGT 441	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

12.3 Non-compensatable modules

Module level	Module code
Zero	ENG 80
Zero	ENG 90

13. A curriculum map relating learning outcomes to modules

See Curriculum Map.

14. Information about assessment regulations

In addition to those defined in the University Regulations, students must pass all the compulsory modules

15. Future careers

The programme prepares students for a wide variety of future careers. Students typically join IT firms, banks, multinational corporations, Ministry of Telecommunications, and consulting firms; students may choose to specialize by continuing their education at the Master's level or at professional degrees.

16. Particular support for learning (if applicable)

Extra group tutorial sessions and additional one to one sessions are given to the students to support their academic performance. Academic staff is also available to see students during office hours, and offer academic, social and personal advice. Other support includes academic events: guest speakers (prominent figures in the Egyptian Society), field trips, organizing simulation events, preparing the students to participate in different academic competitions, and social events like: attending concerts, participating in musical production, charity work, and participating in events like the International Day.

17. JACS code (or other relevant coding system)	N/A
18. Relevant QAA subject benchmark group(s)	General Business and Management

19. Reference points

- Supreme Council of Egyptian Universities.
- National Academic Reference Standards – NARS
- QAA Guidelines for programme specifications.
- MSA University Council.
- Faculty of Management Sciences Quality Assurance Audit Unit.
- Subject Benchmark Statements

20. Other information

This programme specification provides a summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if he/she takes full advantage of the learning opportunities that are provided.

Curriculum map for BA (Hons) Management Information Systems Programme

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The management functions and skills including issues in motivation and leadership, HRM, foundations of individual behavior, operations management area, different levels of strategies, project management, and SCM.	C1	Conduct situation analysis.
A2	Information systems topics such as database management, systems analysis and design, e-commerce, decision support systems, and business applications.	C2	Analyze business requirements and model it into a working system.
A3	Organizations (whether public or private), their management, and their changing external environment in which they operate.	C3	Apply appropriate models, theories and strategies to a broad range of business and technology issues.
A4	Key concepts in business law, economics, accounting, finance, marketing, mathematics and statistics.	C4	Implement evolving IT solutions using good principles of analysis and design while aligning them with corporate objectives.

Cognitive skills		Graduate Skills	
B1	Analyze different business situations, define problems, find alternative solutions, choose optimal ones, and provide usage recommendations.	D1	Use his/her acquired personal skills in promoting and enhancing his/her career prospects.
B2	Provide decision support for management by using appropriate tools and techniques.	D2	Have the ability to be self starters through the effective use of various information sources and to become reflective learners.
B3	Assess collected data, use quantitative concepts to analyze and evaluate findings, comment on data limitations using proper research methodology approach.	D3	Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
B4	Exploit new innovations and changes in technology to commercial advantages, with a deeper integrative understanding of the application such technology to achieve competitive advantages.	D4	Work in and contribute to group work.
		D5	Apply appropriate software packages to address different business situations.
		D6	Interpret the results of various quantitative techniques and evaluate their implications and detect false reasoning or logic.

Programme outcomes																	
A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Highest level achieved by all graduates																	
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Module Title	Module Code by Level	Programme outcomes																	
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Introduction to Business	BUS102			√															
Introduction to Information Technology	CS100		√																√
Introduction to Macroeconomics	ECO101				√														
English Language for Academic Purposes	ENG101																√		
Mathematics for Social Sciences I	MTH112				√														
Introduction to Microeconomics	ECO102				√														
English Language for Study Skills	ENG102														√		√		
Essentials of Accounting I	ACCT101				√														
Mathematics for Social Sciences II	MTH113				√														
Introduction to Management Information Systems	MIS 101		√																√
Essentials of Accounting II	ACCT202				√														
English Language for Research Purposes	ENG201														√		√		
Financial Management I	FIN201				√														
Introductory Management	MGT200	√		√						√						√			
Principles of Marketing	MKT201				√														
Statistics for Business I	STAT215				√				√									√	√
Cost Accounting I	ACCT211				√														
Introduction to Law	LAW201				√										√				
Fundamentals of Programming	SYS 201		√														√	√	
Introduction to Computer Networks	SYS 221																		
<i>OPT1: Statistics for Business II</i>	STAT216				√													√	√
<i>OPT1: Financial Management II</i>	FIN202				√														
<i>OPT1: Marketing Analysis and Planning</i>	MKT202				√					√									
Commercial Law	LAW 301				√										√				
Human Resources Management	MGT300	√													√			√	
Quantitative Approach to Management	MGT310	√				√													√
Business Systems Analysis and Design	MIS341		√			√	√			√	√	√		√			√	√	

Module Title	Module Code by Level	Programme outcomes																	
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Database Management Systems	MIS 371		√								√						√	√	
E-Commerce and E-Marketing	MIS381					√	√		√		√		√					√	
Information Systems Security Management	SYS321		√				√		√	√	√						√	√	
Public Administration	BUS302			√										√			√		
Research Methodology	BUS303							√						√	√				√
Organizational Behavior	MGT301	√												√			√		
Production and Operations Management	MGT320	√				√	√	√											√
<u>OPT2</u> : Integrated Marketing Communication	MKT305				√									√			√		
<u>OPT2</u> : Cost Accounting II	ACCT312				√										√				
<u>OPT2</u> : Corporate Finance	FIN303				√	√	√	√				√							√
Production and Operations Management Applications	MGT440	√				√	√					√							√
Management Decision Support Systems	MIS461		√			√	√		√	√	√		√						√
Business Applications	MIS 475		√			√	√		√	√			√						√
<u>OPT3</u> : International Business	BUS410			√		√								√					
<u>OPT3</u> : New Product Development	MKT405	√										√				√	√		
<u>OPT3</u> : Human Resource Management II	MGT400	√		√		√			√	√		√		√	√		√		√
Strategic Management	MGT 401	√		√		√			√	√		√		√	√		√		√
Project Management	MGT 442	√	√			√		√	√	√			√		√		√		√
Graduation Project I & II	MGT420 I & II		√			√	√	√	√	√	√	√	√	√	√	√	√	√	√
Web Engineering	MIS 481		√			√			√		√		√				√	√	
<u>OPT4</u> : Investment and Portfolio Management	FIN404				√	√	√	√			√			√					√
<u>OPT4</u> : Entrepreneurship and Small Business Management	BUS 412			√		√				√				√	√		√		
<u>OPT4</u> : Supply Chain Management	MGT 441	√							√			√							√

IV. BA (Hons) Marketing and International Business Programme

Programme Coordinator's Welcome

On behalf of our instructors and teaching assistants we would like to welcome you to the Marketing & International Business Programme. We trust you will find your programme of study enjoyable; and that the knowledge and skills that you will gain at MSA will be both satisfying and rewarding. This programme awards the degree of BA (Hons) Marketing & International Business.

The purpose of this handbook is to provide you with essential information that you will need throughout your years of study, starting from the aims of the programme to the basic skills that you should acquire as you graduate. So you should read it carefully and refer back to it especially before declaring your major, which should be done towards the end of your third semester.

This programme prepares you for a career in marketing and international business. So if you are after a challenging job at multinational corporations that offer the best experience, remuneration, and overall benefits; and if you are interested in the exciting and dynamic areas of marketing research, sales, promotion, distribution and pricing ; then this is what our enjoyable programme is all about. Moreover, we offer you practical cases about how to deal with marketing problems of companies in the local and international markets and train you on solving them.

Finally, I would like to assure you that our team of dedicated instructors and teaching assistants will spare no effort in advising and guiding you, so you can make the most out of this programme.

Wishing you the best of luck in your studies

Programme Coordinator:

Samia El Sheikh
selsheikh@msa.eun.eg

Programme Specification

1. Programme title	BA Honours Marketing and International Business
2. Awarding institutions	October University for Modern Sciences and Arts (MSA)
3. Teaching institution	October University for Modern Sciences and Arts (MSA)
4. Programme accredited by	The Egyptian Supreme Council for Higher Education
5. Final qualification	BA Honours
6. Academic year	Xxxxxx
7. Language of study	English
8. Mode of study	Full Time Mode

9. Criteria for admission to the programme

The programme accepts students who passed Egyptian Thanaweya Amma Degree (National High School Certificate) or any other equivalent High School Degree (IGCSE, GCSE, American High School Diploma, Abitur, IB, French BACC, National High School Certificate from Arab Countries). The Supreme Council of Egyptian Universities declares the conditions for enrolling into the different faculties at MSA and other private universities that operate under the regulations of the Supreme Council of Egyptian Universities. The minimum percentage varies from one year to the other and is declared to all applicants during the summer prior to their admission to the university.

10. Aims of the programme

This undergraduate programme is designed for students who are interested in pursuing a challenging, and stimulating career in marketing. The programme aims to:

1. Provide students with a coherent body of knowledge, theories and concepts of marketing and international business.
2. Develop the ability of the student to apply and implement this knowledge in order to solve practical marketing problems across different types of firms, both on the local and international level.
3. Prepare the students for employment in a career in different marketing areas and disciplines including marketing research, promotion, advertising agencies, sales and distribution in various types of companies.
4. Prepare students for life long learning.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. The marketing process and the elements of the marketing mix, basics of segmentation, targeting, and positioning; and the significant role of marketing in world class business organizations.
2. The complexities of the factors that influence individuals in general and buyers in specific with emphasis on cross-cultural variations.
3. Various sales and marketing strategies: product, pricing, distribution, and IMC whether for physical goods or services.
4. The significance of internal and external environmental factors that affect a company's marketing mix and other business strategies and decisions with application on public or private sector on local and international markets.
5. The management functions and skills including issues in motivation, leadership, human resource management, foundations of organizational behaviour, operations management area, and different levels of strategies.
6. A variety of subject matter including basic concepts in commercial law, economics, accounting, finance, mathematics, statistics, and information technology.

Teaching/learning methods

Students gain knowledge and understanding through lecturing and readings from the assigned text, and additional readings from supplementary texts and journals. Moreover, tutorials enhance learning through discussions, assignments, and case studies.

Assessment Methods

Students' knowledge and understanding is assessed using a number of methods. Testing knowledge and understanding is through unseen examinations, and assessed coursework. Assessments include the use of research work and / or case studies.

<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Analyze different marketing, management and business situations, identify problems, find alternative solutions and make managerial recommendations whether on the local or international level. 2. Evaluate and criticize segmentation, targeting, positioning, distribution, promotion, and pricing for the product or service and conclude by recommendations for improvement. 	<p>Teaching/learning methods</p> <p>Students develop cognitive skills through interactive lectures, case studies and class discussions. Group and individual projects are also used to further enhance students' cognitive skills.</p> <p>Lab sessions are an integral part of aiding students in gaining the required cognitive skills.</p> <p>Assessment Methods</p> <p>Students' cognitive skills are assessed by coursework which includes essays, oral presentations, case studies and other assignments as well as unseen examinations.</p> <p>Moreover, the Graduation project assesses the development of the cognitive skills.</p>
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Apply marketing research steps in a local or international context. 2. Conduct a marketing or business plan on a small or medium sized business bearing in mind ethical issues. 3. Develop a buyer's profile, a strategic audit, an IMC programme, an advertising campaign, and selling skills. 4. Collect data using appropriate data collection techniques and choose the appropriate statistical techniques to analyze data while utilizing different statistical packages. 	<p>Teaching/learning methods</p> <p>Students acquire practical skills through case studies, analysis of financial statements and problem solving. Different types of projects facilitate the thorough acquisition of all practical skills.</p> <p>Assessment Methods</p> <p>Students' practical skills are assessed by individual and team projects as well as case studies.</p> <p>Practical skills are also assessed through the graduation project.</p>

D. Graduate Skills

On completion of this programme the successful student will be able to:

1. Use his/her acquired personal skills in promoting and enhancing his/her career prospects
2. Have the ability to be self starters through the effective use of various information sources and to become reflective learners
3. Communicate effectively in spoken and written English, demonstrating comprehension and analysis.
4. Work in and contribute to group work.
5. Apply appropriate software packages to address different business situations.
6. Interpret the results of various quantitative techniques and evaluate their implications, and detect false reasoning or logic.

Teaching/learning methods

Students acquire graduate skills guided research work, receiving feedback on coursework and written tests through presentations.

Assessment methods

Students' graduate skills are assessed by completion of research work, graduation projects, and defence presentations

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The programme is studied over a minimum of four years (2 semesters per year namely Fall and Spring Semester with the Summer as being optional). In order to graduate, you have to successfully complete all modules with a total of 135 credit hours.

The programme is divided into study units called modules. Each module, on average, has a load of 3 credits. Modules are set at levels 1,2,3,4 indicating progressively more advanced studies. A student can't register in a module unless he has passed all prerequisite modules. This system of prerequisites is used to ensure that a student taking a module has undertaken the necessary preparatory work. The aims and outcomes of each module contribute to the overall aims and outcomes of the programme.

Moreover, you (the students) are given 4 optional and 2 elective modules along your years of study to allow you to pursue different lines of study and thus enhance your career opportunities and widen the scope of your employability.

Furthermore, the modules within your programme are classified as: University Requirements, Faculty Concentration Requirements, Major Concentration, Graduation Project, Faculty Collateral Requirements, and finally Optional and Elective Modules.

Marketing and International Business Programme – Module Breakdown

Subject Area	Count
University Requirements	3
ENG 101 – English for Academic Writing Purposes	
ENG 102 - English for Technical Writing and Study Skills	
ENG 201 – English for Research Purposes	
Faculty Concentration Requirements	11
ACCT 101 – Essentials of Accounting I	
ACCT 202 – Essentials of Accounting II	
ACCT 211 – Cost Accounting I	
BUS 102 – Introduction to Business	
ECO 101 – Introduction to Macroeconomics	
ECO 102 – Introduction to Microeconomics	
FIN 201 – Financial Management I	
LAW 201 – Introduction to Law	
LAW 301 – Commercial Law	
MGT 200 – Introductory Management	
MKT 201 – Principles of Marketing	
Total	14

Subject Area	Count
Major Concentration	18
BUS 302 – Public Administration	
BUS 410 – International Business	
MGT 300 – Human Resources Management	
MGT 310 – Quantitative Approach to Management	
MGT 320 – Production and Operations Management	
MGT 401 – Strategic Management	
MIS 381 – E-Commerce and E-Marketing	
MKT 202 – Marketing Analysis and Planning	
MKT 203 – Sales Management	
MKT 301 – Marketing Research	
MKT 302 – Buyer Behaviour	
MKT 305 – Integrated Marketing Communication	
MKT 306 – Managing Distribution Channels	
MKT 401 – Global Marketing	
MKT 402 – Advertising and Media Campaign	
MKT 404 – Strategic Marketing	
STAT 215 – Statistics for Business I ⁽¹⁾	
STAT 216 – Statistics for Business II	
Graduation Project	
MKT 420 I – Graduation Project I ⁽²⁾	2
MKT 420 II – Graduation Project II ⁽²⁾	
Total	20
Faculty Collateral Requirements	
CS 100 – Introduction to Information Technology ⁽¹⁾	
MIS 101 – Introduction to Management Information Systems ⁽¹⁾	
MTH 112 – Mathematics for Social Sciences I	
MTH 113 – Mathematics for Social Sciences II	
Total	4
Optional Modules	4
<i>Option 1:</i>	
FIN 202 – Financial Management II	
PSC 200 – Introduction to Political Science	
SCI 201 – Scientific and Critical Thinking	
<i>Option 2:</i>	
FIN 303 – Corporate Finance	
MKT 307 – Retailing	
MKT308 – Service Marketing	
<i>Option 3:</i>	
BUS 412 - Entrepreneurship and Small Business Management	
FIN 404 – Investment and Portfolio Management	
MGT 441 – Supply Chain Management	
<i>Option 4:</i>	
MGT 400 – Human Resource Management II	
MGT442 – Project Management	
MKT405 – New Product Development	
Elective Modules	2
Total	6
Total	44

(1) Modules with four credit hours

(2) The graduation project, each part worth three credit hours

(3) Three weeks of Internship for students in the second and third year

Marketing and International Business Programme – Four Years Plan

#	Code	Course Name	CR	Prerequisites		
1	BUS 102	Introduction to Business	3			
2	CS 100	Introduction to Information Technology	4			
3	ECO 101	Introduction to Macroeconomics	3			
4	ENG 101	English Language for Academic Purposes	3	ELAT	ENG 90	
5	MTH 112	Mathematics for Social Sciences I	3			
6	ACCT 101	Essentials of Accounting I	3			
7	ECO 102	Introduction to Microeconomics	3			
8	ENG 102	English Language for Study Skills	3	ENG 101		
9	MIS 101	Introduction to Management Information Systems	4	CS 100		
10	MTH 113	Mathematics for Social Sciences II	3	MTH 112		
11	ACCT 202	Essentials of Accounting II	3	ACCT 101		
12	ENG 201	English Language for Research Purposes	3	ENG 102		
13	FIN 201	Financial Management I	3	ACCT 101		
14	MGT 200	Introductory Management	3			
15	MKT 201	Principles of Marketing	3	BUS 102		
16	STAT 215	Statistics for Business I	4	MTH 112		
17	ACCT 211	Cost Accounting I	3	ACCT 101		
18	LAW 201	Introduction to Law	3	BUS 102	MGT 200	
19	MKT202	Marketing Analysis and Planning	3	MKT201		
20	MKT203	Sales Management	3	MKT201		
21	STAT 216	Statistics for Business II	3	STAT 215		
22	OPT 1	CHOOSE ONLY ONE	3			
	FIN 202	Financial Management II		FIN 201		
	PSC 200	Introduction to Political Science				
	SCI 201	Scientific and Critical Thinking				
23	LAW 301	Commercial Law	3	LAW 201		
24	MKT 302	Buyer Behavior	3	MKT 201		
25	MKT 306	Managing Distribution Channels	3	MKT 201		
26	MGT310	Quantitative Approach to Management	3	MGT200	MTH 113	STAT 215
27		Elective I	3			
28	OPT 2	CHOOSE ONLY ONE	3			
	FIN 303	Corporate Finance		ACCT 202	FIN 202	
	MKT 307	Retailing		MKT 201		
	MKT308	Service Marketing		MKT201		
29	BUS 302	Public Administration	3	LAW 201	MGT200	
30	MIS 381	E-Commerce and E-Marketing	3	MKT 201		
31	MKT 301	Marketing Research	3	MKT 202		
32	MKT 305	Integrated Marketing Communication	3	MKT 202		
33	MGT 300	Human Resources Management	3	MGT 200		
34	MGT320	Production and Operations Management	3	MGT310		
35	BUS 410	International Business	3	MGT 200	MKT 201	
36	MKT404	Strategic Marketing	3	MKT202	Senior standing -95 credit hours	
37	MKT420 I	Graduation Project I	3	MKT301	MKT 302	Senior standing - 95 credit hours
38		Elective II	3			
39	OPT 3	CHOOSE ONLY ONE	3			
	BUS 412	Entrepreneurship and Small Business Management		FIN 201	MGT 200	MKT 201
	FIN 404	Investment and Portfolio Management		FIN303		
	MGT 441	Supply Chain Management		MKT 201	MGT 310	

#	Code	Course Name	CR	Prerequisites		
40	MKT401	Global Marketing	3	MKT202		
41	MKT 402	Advertising and Media Campaign	3	MKT 305		
42	MGT 401	Strategic Management	3	Senior standing - 95 credit hours		
43	MKT 420 II	Graduation Project II	3	MKT 420 I		
44	OPT 4	CHOOSE ONLY ONE	3			
	MGT 400	Human Resource Management II		MGT 300		
	MGT442	Project Management		MGT320		
	MKT405	New Product Development		MKT201		
		Total	135			

12.2 Levels and modules		
All modules are categorized as compulsory or optional. Compulsory modules must be taken. The qualification cannot be achieved unless these modules have been successfully completed. Optional modules are those from which a specified minimum number must be taken. This qualification cannot be achieved unless the specified minimum number of optional modules has been successfully completed.		
Level 1		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 101 BUS 102 CS 100 ECO 101 ECO 102 ENG 101 ENG 102 MIS 101 MTH 112 MTH 113		For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load
Level 2		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACCT 202 ACCT 211 ENG 201 FIN 201 LAW 201 MGT 200 MKT 201 MKT202 MKT203 STAT 215 STAT 216	The student must choose one OPTIONAL course from the following three modules: FIN 202 PSC 200 SCI 201	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load
Level 3		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: BUS 302 LAW 301 MGT 300 MGT310 MGT320 MIS 381 MKT 301 MKT 302 MKT 305 MKT 306	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose one module from the following three modules: FIN 303 MKT 307 MKT308	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: BUS 410 MGT 401 MKT 401 MKT 402 MKT 404 MKT 420 I MKT 420 II	Students must choose one ELECTIVE from the elective list or other module from other programmes in the Faculty of Management Sciences. Also the student must choose two OPTIONAL courses one from the following three modules: BUS 412 FIN 404 MGT 441 And another module from the following modules: MGT 400 MGT442 MKT405	For the student to be able to progress, he must complete the prerequisite and maintain his/her GPA in order not to be placed on probation where he/she will not be allowed to take the normal full load

12.3 Non-compensatable modules	
Module level	Module code
Zero	ENG 80
Zero	ENG 90

13. A curriculum map relating learning outcomes to modules
See Curriculum Map.

14. Information about assessment regulations
In addition to those defined in the University Regulations, students must pass all the compulsory modules

15. Future careers
The programme prepares the students for a wide variety of future careers. Students typically join marketing research firms, advertising agencies, banks, multinational companies; they may choose to specialize by continuing their education at the Master's level or at professional degrees.

16. Particular support for learning
Extra group tutorial sessions and additional one to one sessions are given to the students to support their academic performance. Academic staff is also available to see students during office hours, and offer academic, social and personal advice. Other support includes academic events: guest speakers (prominent figures in the Egyptian Society), field trips, organizing simulation events, preparing the students to participate in different academic competitions, and social events like: attending concerts, participating in musical production, charity work, and participating in events like the International Day.

17. JACS code (or other relevant coding system)	N/A
18. Relevant QAA subject benchmark group(s)	General Business and Management

19. Reference points	
<ul style="list-style-type: none"> ▪ Supreme Council of Egyptian Universities. ▪ National Academic Reference Standards – NARS ▪ QAA Guidelines for programme specifications. ▪ MSA University Council. ▪ Faculty of Management Sciences Quality Assurance Audit Unit. ▪ Subject Benchmark Statements 	

20. Other information	
<p>This programme specification provides a summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if he/she takes full advantage of the learning opportunities that are provided.</p>	

Curriculum map for BA (Hons) Marketing and International Business Programme

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The marketing process and the elements of the marketing mix, basics of segmentation, targeting, and positioning; and the significant role of marketing in world class business organizations.	C1	Apply marketing research steps in a local or international context.
A2	The complexities of the factors that influence individuals in general and buyers in specific with emphasis on cross-cultural variations.	C2	Conduct a marketing or business plan on a small or medium sized business bearing in mind ethical issues.
A3	Various sales and marketing strategies: product, pricing, distribution, and IMC whether for physical goods or services.	C3	Develop a buyer's profile, a strategic audit, an IMC programme, an advertising campaign, and selling skills.
A4	The significance of internal and external environmental factors that affect a company's marketing mix and other business strategies and decisions with application on public or private sector on local and international markets.	C4	Collect data using appropriate data collection techniques and choose the appropriate statistical techniques to analyze data while utilizing different statistical packages.
A5	The management functions and skills including issues in motivation, leadership, human resource management, foundations of organizational behaviour, operations management area, and different levels of strategies.		
A6	A variety of subject matter including basic concepts in commercial law, economics, accounting, finance, mathematics, statistics, and information technology.		

Cognitive skills		Graduate Skills	
B1	Analyze different marketing, management and business situations, identify problems, find alternative solutions and make managerial recommendations whether on the local or international level.	D1	Use his/her acquired personal skills in promoting and enhancing his/her career prospects.
B2	Evaluate and criticize segmentation, targeting, positioning, distribution, promotion, and pricing for the product or service and conclude by recommendations for improvement.	D2	Have the ability to be self starters through the effective use of various information sources and to become reflective learners
		D3	Communicate effectively in spoken and written English, demonstrating comprehension and analysis
		D4	Work in and contribute to group work.
		D5	Apply appropriate software packages to address different business situations.
		D6	Interpret the results of various quantitative techniques and evaluate their implications, and detect false reasoning or logic.

Programme outcomes																	
A1	A2	A3	A4	A5	A6	B1	B2	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Highest level achieved by all graduates																	
3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4

Module Title	Module Code by Level	Programme outcome																	
		A1	A2	A3	A4	A5	A6	B1	B2	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Introduction to Business	BUS102	✓		✓		✓	✓												
Introduction to Information Technology	CS100						✓											✓	
Introduction to Macro-economics	ECO101						✓												
English Lang. For Academic Purposes	ENG101															✓			
Mathematics for Social Sciences I	MTH112						✓												
Essentials of Accounting I	ACCT101						✓												
Introduction to Microeconomics	ECO102						✓												
English Lang. For Study Skills	ENG102												✓	✓		✓			
Introduction to Management Information Systems	MIS101						✓											✓	
Mathematics for Social Sciences II	MTH113						✓												
Essentials of Accounting II	ACCT202						✓												
English Lang. For Research Purposes	ENG201												✓	✓		✓			
Financial Management I	FIN201						✓	✓											
Introductory Management	MGT200					✓		✓							✓				
Principles of Marketing	MKT201	✓		✓	✓														
Statistics for Business I	STAT215						✓						✓					✓	✓
Cost Accounting I	ACCT211						✓	✓											
Introduction to Law	LAW201						✓	✓						✓					
Marketing Analysis and Planning	MKT202	✓		✓	✓				✓		✓								
Sales Management	MKT203			✓	✓			✓				✓		✓					
Statistics for Business II	STAT 216												✓					✓	✓
<i>OPT1: Scientific and Critical Thinking</i>	SCI 201						✓								✓				✓
<i>OPT1: Introduction to Political Science</i>	PSC200						✓								✓				
<i>OPT1: Financial Management II</i>	FIN202						✓												
Commercial Law	LAW301						✓	✓						✓					
Buyer Behavior	MKT302	✓	✓		✓				✓	✓		✓					✓		

Module Title	Module Code by Level	Programme outcome																	
		A1	A2	A3	A4	A5	A6	B1	B2	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Managing Distribution Channels	MKT306	✓		✓				✓	✓						✓				
Quantitative Approach To Management	MGT310					✓			✓										✓
<i>OPT2: Retail Management</i>	MKT307	✓		✓				✓	✓						✓				
<i>OPT2: Service Marketing</i>	MKT308		✓	✓	✓			✓	✓		✓						✓		
<i>OPT2: Corporate Finance</i>	FIN303						✓	✓											✓
Public Administration	BUS302				✓	✓		✓						✓			✓		
E-Commerce and E-Marketing	MIS381	✓		✓	✓							✓						✓	
Marketing Research	MKT301	✓								✓			✓	✓	✓		✓		✓
Integrated Marketing Communication	MKT305	✓	✓	✓	✓				✓			✓		✓			✓		
Human Resources Management	MGT300					✓		✓						✓			✓		
Production and Operations Management	MGT 320					✓		✓											✓
International Business	BUS 410			✓		✓		✓			✓	✓		✓					
Strategic Marketing	MKT404				✓	✓			✓						✓				
<i>OPT3: Investment and Portfolio Management</i>	FIN404						✓	✓						✓					✓
<i>OPT3: Supply Chain Management</i>	MGT441						✓	✓										✓	
<i>OPT3: Entrepreneurship and Small Business Management</i>	BUS412					✓		✓	✓		✓			✓	✓		✓		
Global Marketing	MKT401		✓	✓		✓		✓	✓		✓			✓	✓				
Advertising and Media Campaign	MKT402		✓	✓	✓				✓			✓		✓			✓		
Strategic Management	MGT401					✓		✓				✓		✓	✓		✓		✓
Graduation Project I & II	MKT420 I & II								✓	✓			✓	✓	✓	✓	✓	✓	✓
<i>OPT4: New Product Development</i>	MKT405				✓				✓				✓			✓	✓		
<i>OPT4: Human Resource Management II</i>	MGT400					✓		✓				✓		✓	✓		✓		✓
<i>OPT4: Project Management</i>	MGT442						✓								✓		✓	✓	✓