



Faculty of Management Sciences

Accounting Programme

Course Description

2015 - 2016

Module Code	BUS102
Module Title	Introduction to Business
Credit	3
Module Leader	Dr. Samia El Sheikh
Pre-requisite	

Aims

This course aims to introduce students to basic business concepts, forms of business ownership and the business environment. Moreover, it aims to communicate issues in the field of business and society and to develop the students' knowledge about globalization and various forms of international business. Furthermore, it aims to build student awareness of corporate social responsibility and business ethics.

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate understanding of:

- Different forms of business ownership (1)
- Different functional roles in a business (2)
- Ethical issues in business. (3)
- Concepts and theories relevant in explaining business-society interactions. (4)

Skills

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

- Develop and demonstrate ethical solutions to specific organizational problems. (5)
- Form an opinion on a range of business related articles. (6)
- Present a range of viewpoints on current issues. (7)

Syllabus

- The business environment
- How economics affects business
- Competing in global markets
- Demonstrating ethical behaviour and social responsibility
- Choosing a form of business ownership
- Motivating employees and building self managed teams
- Marketing: building customer relationship
- Financing: ways of raising short and long term financing

Learning, Teaching and Assessment Strategies

Formal, one and half hour lectures to present contextual material and ethical approaches essential in understanding the interaction of business with other aspects of modern society. Lectures are supported by power point presentations and discussions that enhance students' oral skills. Seminars that handle work sheets to help the students grasp the basic material and consolidate knowledge. Furthermore, seminar discussions which help students to enhance their ability to evaluate particular ethical cases and prepare them for essay writing

Assessment Scheme

Assessment takes a number of forms:

- Written tests are used to assess students understanding of core topics (15%) (to asses 1, 2 and 4)
- Article review report and presentation covering any related topic (15%) (to asses 6 and 7)
- Attendance, participation and ethical cases (10%) (to asses 3, 5 and 7)
- An unseen mid-term exam of 90 minutes (20%) and an unseen final exam of 3 hours (40%) will require students to answer questions (MCQ, essays and short notes) on core concepts and theoretical issues (to asses 1, 2 and 4)

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential :

- Nickels, William G., & McHugh, J., & McHugh S., (2012). *Understanding business*, New York: McGraw Hill /Irwin.

Supplementary Readings:

- Additional readings may be assigned to students from various sources:

Business Today – Cairo Times - Business Weekly – Business Monthly – Forbes – Fortune – The Harvard Business Review ... or others

Module Code	BUS 201
Module Title	Business Law I
Credit	3
Module Leader	Dr. Moataz Abou Zeid
Pre-requisite	Bus102 , Mgt200

Aims

This module aims to allow the student to identify different legal systems, governmental levels and power. It also aims to enable the student to employ a range of skills in analyzing, evaluating and solving cases in the fields of public crimes, private torts and lastly contracts and agreements

Learning Outcomes

Knowledge

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

- Define the legal environment in terms of the different classification of laws.(1)
- Understand the role of contracts and agreements in business.(2)

Skills

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

- Demonstrate analytical skills in understanding legal implications related to different types of offences.(3)
- Critically assess crimes in business and their appropriate punishments through the use of case studies. (4)
- Compare and contrast different legal capacities.(5)
- Present a range of view points on legal issues (6)
- Contribute efficiently in group work (7)

Syllabus

- The Legal Environment
- Contracts and Agreements
- Public Wrongs "Crimes"
- Private Wrongs "Torts"

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of Business Law to the students. Power point presentations and selected case studies are used to further enrich the students understanding of the law and its vital role in the society. Furthermore, practical examples are brought to the lectures to try to relate the theories of law to the practice. Field trips like visiting the courts and arbitration centre, attending actual courts session to provide a practical experience to enhance their vision about the legal system.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to applications, and discussion of case studies.

Assessment Scheme

Formative assessment is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- [Outcomes: [1,2,3,4,5,6,7] Project 20%
- [Outcomes: [1,2,3] 20%
- Two unseen exams (a mid-term exam of 90 minutes – 20% and a final exam of 180 minutes – 40%) that include essay questions to assess the student knowledge and understanding [Outcomes: 1,2,3]

Assessment Weighting

Coursework: 40%

Examination: 60%

Learning Materials

Essential

- Goldman, Arnold J. Goldman and William D. Sigismond, Business Law, "principles and practices", 8th edition, (2011) Houghton Mifflin

Additional Readings

<http://www.lawresearch.com/>

<http://www.sis.gov.eg/egyptinf/politics/cabinet/html/index.htm>

<http://www.eohr.org.eg/>

<http://www.parliament.gov.eg/>

www.moj.gov.kw

www.findlaw.com

<http://www.assembly.gov.eg/>

<http://www.shoura.gov.eg/>

Module Code	Bus 301
Module Title	Business Law II
Credit	3
Module Leader	Dr. Fady Tawakol
Pre-requisite	Bus201

Aims

This module aims to introduce a wide range of concepts in commercial law. In addition, it allows the student to exercise significant judgment across business formation and different types of commercial contracts.

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate systematic understanding and detailed knowledge of:

- Key concepts and principles in different areas of commercial law. (1)
- The legal and practical implications of setting up businesses (2)
- The role of different types of contracts in the business life. (3)

Skills

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

- Identify legal problems using real-life case studies.(4)
- Analyze and apply the law to resolve legal problems arising within the corporate structure and in the business world.(5)
- Draft, form, and present different types of commercial contracts.(6)
- Work as a member of a group (7)

Syllabus

- Negotiable Instruments
- The Theories of Product Liability Recovery
- Agency Concepts
- Different Business Forms
- The concept of Insurance
- Credit

Learning, Teaching and Assessment Strategies

The module is taught using a mixture of lectures, to introduce students to the theoretical material, in-class discussion, and presentations, and to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer and to develop the critical analysis through case studies.

Students are assessed in a variety of ways that will test their knowledge and skills. The students are expected to produce a case analysis through group role playing at the end of the semester that would be suitable for presentation. The group is divided into two parties: defendants and plaintiffs, and the judges. This case will require students to develop a critically informed case study for application besides the theoretical exploration of any particular concept in Business Law. When students undertake cases, they will be supported by means of regular tutorials, which will provide them with feedback on work in progress, and in-class presentations will involve the use of informal peer assessment. Also, class participation, material discussion and interaction in lecture and tutorial are assessed. In addition to that,

field trips help them understand the practical side of the studied topics through visiting the courts and attending commercial circuits and economical court sessions that will give them deep understand of the commercial life in Egypt.

Assessment Scheme

Formative assessment is provided to the students on their work during the tutorials and on their work both during lecture time and office hours.

- Drafting a contract to establish a business formation including an agency contract and an insurance policy (formative assessment) [Outcomes: 3, 6].

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts discussed in the lectures and tutorials.

- Problem solving, assignments comprising quantitative and qualitative questions.
- Project (20%) - used to assess students understanding of core topics (20%). [Outcomes: 1, 2, 4,5, 6].
- Two unseen exams (a mid-term exam of 90 minutes – 20% and a final exam of 180 minutes – 40%) that include several questions to assess the student knowledge and understanding. [Outcomes: 1,2,4,5,6]

Assessment Weighting

Coursework: 40%
Examination: 60%

Learning Materials

Essential

- Goldman, Arnold J. & William D. Sigismund. "Business Law Principles and Practices" 7th edition, Houghton Mifflin Company – 2007.

Recommended

- Mallor, Jane P. and others. "Business Law the Ethical, Global, and E-Commerce Environment" 13th edition, McGraw-Hill International Edition – 2007.
- Barnes, A. James, Law for Business, 8th edition, McGraw-Hill/Irwin, 2002.

Additional Readings

From different useful Websites:

- www.un.org
- www.allbusiness.com
- <http://www.assembly.gov.eg/>
- www.freeadvice.com
- www.findlaw.com

Module code	CS100
Title	Introduction to information technology
Credits	4
Module Leader	Eng. Reem A. Azim
Pre-requisite	

Aims

This module aims to familiarize the student with using computers efficiently, including devices and widely used applications and to provide an introduction to computer-related terminology and concepts. The module aims at enabling the students to master computer productivity tools and internet usage for academic purposes

Learning Outcomes

Knowledge

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

- Understand the basics of using computers. (1)
- Describe the essential hardware components of the computer and its peripheral devices and how they work. (2)
- Demonstrate the functions of PC operating systems. (3)
- Explore and use the Internet learning resources. (4)

Skills

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

- Effective Use of basic computer productivity tools and applications (5)
- Demonstrate how to connect a computer to an existing network effectively use the Internet resources for study, work and research.(6)
- Organize and retrieve information on a computer. (7)
- Discuss current, ethical and social issues associated with computing.(8)
- Examine careers that involve computers and outline a professional development plan. (9)

Syllabus

- World of computers - A brief overview of the information technology, networking, computer essentials, micros to supercomputers, capabilities and uses, a computer system at work, how do we use computers.
- The internet and the World Wide Web – Connecting to the internet, access providers. How does the internet work? Protocols, packets and addresses. Search tools. Email, newsgroups, blogs. E-commerce. Snooping, spamming, spoofing, fishing, cookies and spyware.
- Software – common software concepts, purpose and objectives of an operating system, understanding relationship between computers and programming languages, distinguish between several different types of programming languages and visual programming, distinguishing between different platforms. Application software. Word processing, spreadsheets, database software, speciality software.
- Inside the computer - Details about data storage, encoding systems, analyzing a computer system, describing the processor (distinguishing characteristics), inside the PC(system board-buses-cards).
- Storing and retrieving Information, secondary storage files, sequential and direct access, magnetic disks, magnetic tapes, optical laser disks.

- Input/Output devices, traditional input devices, Source-Data automation, output devices, and terminals.
- Computer Networks, a brief overview of data communications hardware, data highways, network topologies, local area networks.
- An overview of online services & Productivity software. Understanding graphics software concepts, functions of different types of graphics software, multimedia concepts and applications. A detailed practical coverage is provided in lab.
- Information systems, define and identify MIS, DSS, EIS
- Systems development and programming concepts.

Learning, Teaching and Assessment Strategy

Weekly lectures are used to introduce the basic ideas of the module topics. Weekly tutorials during which the students use on-line test banks to practice solving problems related to the theoretical part of the module. Weekly computer laboratory sessions are used to investigate the concepts of computer hardware, software and applications practically, to demonstrate the use of computer networks and to learn the use of the standard Desktop applications

Individual project will be introduced where the student will work on applying the concepts learned in the module to a practical world problem. The subject of the project will be chosen to reflect current issues of the microcomputer applications.

Assessment Scheme

Assessment will be based on the following items:

- Class participation and attendance (10 %) [Outcomes: 2,3,8,9]
- Weekly Lab work to assess the practical skills of the students (20 %) [Outcomes: 5,6,7]
- Two tests (10%) [Outcomes: 1,2,6,7]
- Two unseen exams (a mid-term exam of 90 minutes – 20% and a final exam of 180 minutes – 40%) that include several questions to assess the student knowledge and understanding [Outcomes:1,2,6,7]

Assessment Weighting

Coursework	40 %
Unseen examination	60 %

Learning Materials

Essential

Brian Williams and Stacey Sawyer (2007) Using information technology. (A practical introduction to computers and communications) 7th edition New York: McGraw-hill

Recommended

Capron, H. L. and J. A. Johnson (2003) Computers: Tools for an Information Age. 8th edition, New Jersey: Prentice Hall

Long, Larry and Nancy Long (2002) Computers. 10th edition, Prentice Hall

Meyer, Mark, and Jones & Bartlett Pub (2003) Explorations in Computer Science: A Guide to Discovery

Cashman, Thomas J. and Gary B. Shelly (2003). Essential Introduction to Computers. 5th edition, Course Technology.

Turban, Efraim, R. Kelly Rainer, Jr., and Richard E. Potter (2002) Introduction to Information Technology. 2nd edition, John Wiley & Sons.

Module Code: ECO101
Module Title: Introduction to Macroeconomics
Credit: 3
Module Leader: Prof. Doaa Abdo
Pre-requisite:

Aims

This module aims at providing a basic introduction to macroeconomic principles and their application to both theoretical and real world situations. It also intends to identify appropriate techniques to analyse macroeconomic equilibrium and develop analytical skills using the different mathematical and graphical methods. Finally, the module intends to give students the ability to communicate and report on findings, particularly through essays, presentations and exercises.

Learning outcomes

Knowledge

On completing this module, students successfully will be able to:

- Explain core macroeconomics principles (1)
- Use analytical methods to apply model-based theory (2)
- Utilise verbal, graphical and mathematical representation of economic ideas to analysis the relationship between economic variables (3)
- Explain basic principles and mechanisms in national economy, and analyse the impacts of different policy decisions on the aggregate economy (4)

Skills

Students will also be able to:

- Explore problems using logical thinking and provide solutions (5)
- Provide analysis and critical judgement to different economic issues (6)
- Select and apply appropriate techniques to solve problems (7)
- Use research techniques and demonstrate presentation skills (8)

Syllabus

- Economic problem, economic systems, resource allocation and the production possibility frontier
- Demand, supply and price determination
- Objectives and instruments of macroeconomic policy
- Growth, unemployment and inflation
- Aggregate demand and supply
- National income accounts
- Theories of consumption and investment
- The Keynesian multiplier model and macroeconomic equilibrium
- Multipliers

Learning, Teaching and Assessment Strategy

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the instructor. Tutorial sessions will be devoted to problem solving and discussion of case studies.

Students are assessed in a number of ways. In addition to tests and assignments, students will submit an article review on one of the topics studied and present it to their fellow students. They will be supported by means of regular tutorials which will provide them with feedback on work in progress, and in-class presentations will involve the use of informal peer assessment.

Assessment Scheme

- Participation, class discussion and attendance (10%)
- Written tests to assess students' understanding of the core topics (10%) [outcomes 1, 2, 3, 4, 5, 7]
- Problem solving assignments comprising quantitative and qualitative questions such as true and false, problems and essay questions (5%) [outcomes 5, 6, 7]
- An article review assignment on any of the topics covered in the module (15% including 5% for presentation) [outcomes 5, 6, 8]
- An unseen mid-term exam of 90 minutes (20%) and an unseen final exam of 3 hours (40%) will require students to answer questions on core theoretical issues [outcomes 1, 2, 3, 4, 5, 7]

Assessment Weighting

- Coursework 40%
- Examination 60%

Learning materials

Essential:

Parkin, Michael. (2013) *Economics*. 11th edition. Boston: Pearson Addison Wesley.

Recommended:

Baumol, W. & Blinder, A. (2009) *Economics, Principles & Policy*. 11th edition. Mason OH: South Western Cengage Learning.

O'Sullivan, A. & Sheffrin, S. (2006) *Economics, Principles and Tools*. 4th edition. NJ: Pearson Prentice Hall.

Additional readings

Data on current trends in macroeconomics can be found in:

www.erf.org.eg

www.eces.org.eg

<http://www.library.idsc.gov.eg/>

<http://www.publishers.idsc.gov.eg/>

Data on international trade and finance can be found in:

www.ft.com

www.oecd.org

www.worldbank.org

www.imf.org

www.economist.com

Module Code: ECO102
Module Title: Introduction to Microeconomics
Credit: 3
Module Leader: Prof. Doaa Abdou
Pre-requisite:

Aims

This module aims to provide students with the fundamental concepts of choices made by individuals and businesses and the influence of government on those choices. It also aims to introduce some microeconomic analysis and problem solving techniques. Students will be encouraged to explore the basics on which consumers and producers choices are made under the influence of economic forces and to define and critically evaluate the most common market structures.

Learning outcomes

Knowledge

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

- Demonstrate good knowledge and understanding of microeconomic concepts and principles (1)
- Use some microeconomic analysis for some theories and practices (2)
- Utilise verbal, graphical and mathematical representation of economic ideas to analyse the relationship between economic variables (3)

Skills

This module will call for the successful student to:

- Explore economic problems and apply knowledge to analyse the different alternatives (4)
- Calculate and interpret some microeconomic indicators (5)
- Demonstrate verbal presentation skills (6)
- Enhance individual initiative and research skills using library and web-based resources (7)
- Be self-evaluating in performance and in learning (8)

Syllabus

- Economic problem, economic systems, resource allocation and the production possibility frontier
- Demand, supply and price determination
- Elasticities
- Demand and consumer behaviour
- Indifference curves and the budget line
- Theory of production
- Analysis of costs
- Market structures: perfectly competitive markets, monopoly, oligopoly and monopolistic competition

Learning, Teaching and Assessment Strategy

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the instructor. Tutorial sessions will be devoted to problem solving and discussion of case studies.

Students are assessed in a number of ways. In addition to tests and assignments, students will submit an article review on one of the topics studied and present it to their fellow students. They will be supported by means of regular tutorials which will provide them with feedback on work in progress, and in-class presentations will involve the use of informal peer assessment.

Assessment Scheme

- Participation, class discussion and attendance (10%)
- Written tests to assess students' understanding of the core topics (10%) [outcomes 1, 2, 3, 4, 5]
- Problem solving assignments comprising quantitative and qualitative questions such as true and false, problems and essay questions (10%) [outcomes 1, 2, 3, 4, 5]
- An article review assignment on any of topics covered in the module (10% including 5% for presentation) [outcomes 6, 7, 8]
- An unseen mid-term exam of 90 minutes (20%) and an unseen final exam of 3 hours (40%) [outcomes 1, 2, 3, 4, 5]

Assessment Weighting

- Coursework 40%
- Examination 60%

Learning materials

Essential:

Parkin, Michael. (2013) *Economics*. 11th edition. Boston: Pearson Addison Wesley.

Recommended:

Baumol, W. & Blinder, A. (2009) *Economics, Principles & Policy*. 11th edition. Mason OH: South Western Cengage Learning.

O'Sullivan, A. & Sheffrin, S. (2006) *Economics, Principles and Tools*. 4th edition. NJ: Pearson Prentice Hall.

Parkin, Michael (2008) *Economics*. 8th edition. Boston: Pearson Addison Wesley.

Module Code	ECO113
Module Title	Mathematics for Economists I
Credit	3
Module Leader	Prof. Adel Hamdy
Pre-requisite	MTH112

Aims

This module aims to introduce students to applied mathematics. The module is designed to teach students how calculus applies to their particular area of interest by focusing on the most important topics and applications in business, economics and management.

It also aims to enable students to identify a relevant mathematical model of a real world phenomenon in business, economics and management. And to develop their mathematical skills needed to enhance their chances for understanding real world problems.

More over it aims to help students to appreciate the importance of mathematics and computers in reinforcing and extending their understanding and decision making ability.

Learning Outcomes

Knowledge

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

- Define basic business and economic terms. (1)
- Recognize and identify a mathematical function and find its domain and range. (2)
- Sketch a mathematical function and interpret the meaning of its slope and its axes intercepts in business and economics applications. (3)
- Predict the values of different mathematical functions and Identify their maxima and minima for optimization purposes. (4)

Skills

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

- Apply the rules of differentiation to find the first and second derivatives and interpret their meaning and use them to identify maxima and minima in optimization problems. (5)
- Appreciate the effect of mathematical thinking in decision making. (6)

Syllabus

- Mathematical Functions: Definition; types, domain, and range.
- Linear, quadratic, and exponential functions: Predicting values, characteristics, graphical representation(sketching),
- Linear, quadratic, and exponential functions applications: Demand, Supply, Revenue, Cost, and Profit.
- Differentiation; Optimization Methodology; Identification of maxima and minima; Optimization applications.

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the module to the students. Real world examples as well as selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate the theory to the practice.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, and discussion of case studies. The assessment of this module includes a number of components that will test the knowledge and skills of the students. Written tests which may comprise true/false statements and problems to assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic mathematical techniques learned along the course, a written report to demonstrate how to use computer graphical tools to graph and analyze different mathematical functions which represent real world case studies, and to sit for written exams.

Assessment Scheme

Formative assessment is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- Homework Assignments- Selected problems. (10%) to assess (1,2,3,4 and 5)
- Written Tests. (20%) to assess (1,2 and 3)
- Class participation. (10%) to assess (5 and 6)
- Midterm Exam – One hour and a half that consists of definitions, true/ false statements with justification and problems solving. (20%) to assess (1,2 and 3)
- Final Exam – Three hours exam that consists of true/ false statements with justification and problem solving. (40%) to assess (2,3,4 and 5)

Assessment Weighting

Course work	40%
Exam	60%

Learning Materials

Essential:

Budnick, F., (1993). *Applied mathematics for business, economics, and the social sciences*, New York: McGraw-Hill.

Recommended

Sullivan, M and Mizrahi, A., (2004). *Mathematics*, an applied approach, New Jersey: John Wiley and Sons.

Module Code	ECO215
Module Title	Statistics For Economists I
Credit	3
Module Leader	Dr. Ramy Abdel Hamid
Pre-requisite	

Aims

This module aims to give students an appreciation of the applied statistics field in a clear and interesting manner.

It also aims to enable students to collect, present, analyze and interpret data to find inferences and evaluate the reported results in order to make appropriate decisions. More over, it aims to provide students with the basic concepts of probability theory and its applications

Learning Outcomes

Knowledge

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

- Collect, present, analyze and interpret data to reinforce decision making capability. (1)
- Use numerical summary measures, such as the one that gives the centre and spread of a distribution to study and analyze the main features of a data set. (2)
- Use the basic concepts of probability and the rules for computing it. (3)
- Understand the concept of a probability distribution and its mean and standard deviation. (4)
- Find a point estimate and interval estimate for the population mean. (5)

Skills

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

- Interpret graphs found in newspapers and magazines. (6)
- Transform raw data into furnished data that can be analyzed and interpreted. (7)
- Make decisions under conditions of uncertainty. (8)

Syllabus

- Collecting, organizing, presenting and graphing data.
- Numerical descriptive measures.
- Basic concepts and rules of probability theory.
- Random variable and probability distribution (discrete & continuous).
- Estimation of the mean (point and interval estimates).

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the module to the students. Selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate the theory to the practice for a wide range of applications in business and economics. In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, and discussion of case studies. The assessment of this module includes a number of components that will test the knowledge and skills of the students. Written tests which may comprise true/false statements and problems to assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic statistical techniques learned along the course, and to sit for written exams.

Assessment Scheme

Formative assessment is provided to the students on their work during both lecture and tutorial times.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- Homework Assignments- Selected problems. (10%) to assess (1, to 5)
- Written Tests. (20%) to assess (1 to 5)
- Problem solving assignments (10%) to assess (6, 7, and 8)
- Midterm Exam – One hour and a half that consists of problems solving. (20%) to assess (1, 2, and 3)
- Final Exam – Three hours exam that consists of problem solving and a case study. (40%) to assess (4 and 5)

Assessment Weighting

Course work	40%
Exams	60%

Learning Materials

Essential:

Beughezal, F., (2011). *Statistics for business Arab World Edition*, Pearson

Recommended:

Mcclaire, B. (1997). *Statistics for business and economics*, Sincich: Prentice Hall.

Module Code: ECO 303
Module Title: Money and Banking
Credit: 3
Module Leader: Prof. Heba Helmy
Pre-requisite: ECO101 and ECO102

Aims

This module aims to examine the structure of the banking system, the financial system and the components and functions of money. It also aims to assess methods of determination of interest rates and exchange rates. It also analyses the role of central banks, the process of multiple deposit creation and evaluates the theoretical and empirical aspects of the role of monetary policy in macroeconomic stabilisation and economic growth.

Learning outcomes

Knowledge

On completion of this module, students will be able to:

- Evaluate the roles of the international and local banking and financial systems (1)
- Assess the role of the central bank in any economy (2)
- Appraise the factors determining interest rates and the foreign exchange rate (3)

Skills

On completion of this module, students will be able to:

- Investigate the different financial and economic problems faced by banks and propose solutions to these problems (4)
- Predict the effect of different factors on the interest rate and the foreign exchange rate and suggest solutions to problems facing the economy (5)
- Critically analyse the economic effects of fiscal and monetary policies (6)
- Engage in research and acquire presentation skills (7).

Syllabus

- Financial markets, systems and institutions
- The Egyptian financial and banking system
- Different types of money
- The determination of interest rates
- The behaviour of interest rates
- The foreign exchange market
- The management of financial institutions
- Multiple deposit creation and the supply of money
- The demand for money
- Tools of fiscal and monetary policy
- The ISLM model

Learning, Teaching and Assessment Strategy

The module is taught using a mixture of lectures – to introduce students to the theoretical material – and tutorials – to assist students in mastering specific exercises and practices in addition to providing students with specific and critical feedback on their research work.

Students are assessed in a variety of ways: an unseen midterm of 90 minutes, and an unseen final exam of three hours [outcomes 1, 2, 3, 4, 5 and 6] in addition to regular assignments comprising problem solving and case study questions [particular reference to outcomes 3, 4, 5 and 6]. Students are also expected to produce a

research paper on one of the assigned topics at the end of the semester that would be suitable for presentation. It must conform to accepted academic writing formats and will range between 3500 and 4000 words in length [particular reference to outcomes 1, 2, 4, 5, 6 and 7].

Assessment Scheme

- Problem solving assignments comprising quantitative or qualitative questions such as problems and case study questions (10%) [outcomes 3, 4, 5 and 6]
- Group project and presentation (30%) [outcomes 1, 2, 4, 5, 6 and 7]
- An unseen midterm of 90 minutes (20%) and an unseen final exam of 3 hours (40%) [outcomes 1, 2, 3, 4, 5 and 6]

Assessment Weighting

- Coursework 40%
- Examination 60%

Learning materials

Essential:

Mishkin, Frederic. (2009) *The Economics of Money, Banking & Financial Markets*. 9th edition. New York: Addison and Wesley.

Additional readings:

Alexander, K., Dhumale, R. and Eatwell, J. (2006) *Global Governance of Financial Systems: The International Regulation of Systemic Risk*. New York: Oxford University Press.

Miller, Roger Le Roy and Van Hoose, David (1993). *Modern Money & Banking*. 3rd edition. New York: McGraw-Hill.

O'Brien, D.P (2007). *The Development of Monetary Economics: A Modern Perspective on Monetary Controversies*. Cheltenham, UK, Northampton MA: E. Elgar.

Partington, Ian. (1990) *Applied Economics in Banking and Finance*. 4th edition. Oxford: Oxford University Press.

Rosley, Saiful. (2005) *Critical Issues on Islamic Banking and Financial Markets: Islamic Economics, Banking and Finance, Investments, Takaful and Financial Planning*. AuthorHouse.

Tarullo, Daniel (2008). *Banking on Basel: The Future of International Financial Regulation*. Peterson Institute.

Usa, Ibp. (2009) *Egypt Banking & Financial Market Handbook (World Strategic and Business Information Library)*. 6th edition. USA: International Business Publications.

Walker, George Alexander (2000). *A New Capital Adequacy Framework*. London: London Institute of International Banking, Finance, and Development Law.

Module Code: ENG 101
Module Title: English for Academic Writing Purposes
Credit : 4
Module Leader: Samah EIRefaae
Pre-requisite: Passing a placement admission test

Aims:

This course is geared towards helping students in effectively writing academic essays and avoiding common errors in writing. In addition, reading passages are used as a means of teaching students reading comprehension, style and organization of writing, summary writing and understanding vocabulary from context.

Learning Outcomes:

Knowledge:

At the end of this module students will be able to

- demonstrate clear knowledge of different essay structures and outlines (1)
- demonstrate awareness of the reader, appropriate organization, correct use of punctuation, style and coherence (2)
- analyze and critique the style and organization of different texts (3)
- demonstrate an understanding of vocabulary from context (4)

Skills:

At the end of this module students will be able to:

- Write effective five-paragraph essays (5)
- Apply multi-draft writing which involves revision and editing of their essays (6)
- Correct their earlier drafts using the feedback and the correction codes provided by the instructors (7)
- Master writing effective summaries focusing on main ideas (8)

Syllabus:

- Structure of an essay outline
- Developing an introduction: Topic sentence
- Developing an introduction: thesis statement
- Describing a person
- Describing a place
- Narrative writing
- Time expressions
- Introducing comparison/contrast essays: block arrangement
- Comparison/contrast essay: point by point arrangement
- Cause and effect essays
- Argumentative essays
- Skimming and scanning
- Sentence Types: Simple, Compound, Complex & Complex-compound Sentences
- Avoiding run on sentences and comma splice
- Subject-verb agreement
- Parallelism
- Punctuation of adjective clauses
- Language Focus: word formation
- Editing
- Writing summaries

Learning, Teaching and Assessment Strategies

Interactive formal lectures (4.5 hours) are used to introduce the students to key concepts, and models. The lectures focus on specific examples that are used to clarify the different topics in Strategic Management with emphasis placed on certain Egyptian industries and firms. The tutorials are led by students in which they apply the different phases of the Strategic Management Process on real life examples. The students also debate the position of certain companies in a particular industry, or they analyze situations and use them to develop strategic alternatives. The students will make both formal and informal presentations of their work. There will also be mini-cases that the students will discuss among themselves and with the tutor.

Assessment Scheme:

Assessment takes a number of forms:

- Students sit a midterm unseen exam of 90 minutes – with an essay, a summary, a reading comprehension and editing exercises. (1,2,3,4,5,6,8)
- Students sit a final unseen exam of 3 hours - with an essay, a summary, a reading comprehension and editing exercises. (1,2,3,4,5,6,8)
- Students present a portfolio compiling all the essays they had written throughout the semester with their different drafts. (3,6,7)

Assessment Weighing:

Attendance and Participation (assignment discussion)	10%
Tests	10%
Portfolio	20%
Mid-term Examination	20%
Final Examination	40%

Learning Materials:

Essential:

Mary R. Colonna & Judith E. Gilbert. *Reason to Write*. (Intermediate) UK.:Oxford Univ.Press, 2006

Recommended Useful Tools :

www.eslcafe.com

www.geocities.com/SoHo/Atrium

www.204.pair.com/ebaack

www.io.com

<http://owl.english.purdue.edu/>

www.better.english.com

www.eviews.net/references.html

www.ohiou.edu/esl/english/index.html

Module Code	ENG 102/126/236
Module Title	English for Technical Writing and Study Skills
Credit	4
Module Leader	Marian Youssef
Pre-requisite	Eng 101

Aims:

This module helps students acquire study skills that would facilitate any research process. It also builds skills in different types of technical business writing, such as reports, business letters, memos, faxes, e-mails and curriculum vitae. This module also helps students acquire presentation skills through presenting their own reports.

Learning Outcomes:

Knowledge:

At the end of this module students will:

- recognize the importance of business communication skills and will be able to distinguish between different communication means in business (1)
- analyze the texts they need to incorporate in their reports (2)
- identify graphical, visual and statistical information (3)

Skills:

At the end of this module students will be able to:

- paraphrase, summarize and analyze the texts they need to incorporate in their reports. (4)
- write clear and effective curriculum vitae, business letters, faxes, e-mails and memos. (5)
- design and administer questionnaires (6)
- analyze the quantitative and qualitative data obtained from the questionnaires. (7)
- integrate graphical, visual and statistical information into their reports. (8)
- produce a report with an outline and a simplified "References" page (9)
- present their reports using slides or computer software.(10)

Syllabus:

- Different business communication types
- Collecting data through diverse resources and field work
- Writing questionnaires and collecting data
- Incorporating data and analyzing it in a professional report
- Using APA style to document information from resources
- Presentations

Learning, Teaching and Assessment Strategies:

Interactive formal lectures (4.5 hours) are used to deliver theoretical and practical aspects of the writing skills and introducing ideal as well as faulty models for students to compare, analyse and identify mistakes. Students choose a problem to write about in their reports and collect data from different library and internet resources and document them applying the APA style of documentation. Students are trained to prepare questionnaires that they distribute and collect from respondents as part of their field work. Students also conduct interviews. Students analyse their graph representation of data and incorporate it in coherent logical arguments to reach

particular solutions for the problem studied. Students make individual class presentations of their work.

Assessment Scheme:

Assessment is based on:

- Written quizzes (1,3,4,5)
- Students sit a midterm unseen exam of 90 minutes – with short answer questions and several technical writing tasks. (1,3,4,5)
- Students sit a final unseen exam of 3 hours – with short answer questions and several technical writing tasks. (1,3,4,5)
- Students individually produce a report about a current problem or issue. Their reports should incorporate background information about the problem and the results of a questionnaire they had designed and administered. They submit a 2000 word report. (2,6,7,8,9)
- A presentation of their reports is also required.(10)

Assessment Weighing:

Attendance and Participation (assignment discussion)	10%
Tests	10%
Report	20%
Mid-term Examination	20%
Final Examination	40%

Learning Material:

Essential:

Shirley Taylor. *Communication for Business: A Practical Approach*. 4th ed. Longman, 2005.

Recommended:

Useful Tools:

Useful links for business and report writing:

www.devry-phx.edu/lrnresrc/dowsc/

owl.english.purdue.edu/

www.io.com

www.better.english.com

Module Code	Eng 201/246
Module Title	English for Research Purposes
Credit	4
Module Leader	Dr Gomaa Mesbah
Pre-requisite	Eng 102/236

Aims:

This module emphasizes research skills necessary for writing research papers. The module introduces the different research methods to students, in order to adopt one or more of them for different research purposes. Students are exposed to intensive writing practice with a thorough guidance on using references and citing sources.

Learning Outcomes

Knowledge:

At the end of this module students will be able to

- identify and use different library classification systems and card catalogue (1)
- evaluate resources on a chosen topic (2)
- analyze different texts and resources to identify thesis statements, hypothesis, methods of research and developmental functions in those texts (3)
- identify fallacies in the texts they analyze (4)
- recognize importance of documentation and means of avoiding plagiarism (5)

Skills:

At the end of this module students will be able to:

- write outlines and document summaries, quotations and paraphrases (6)
- develop logical arguments based on thesis statement and hypothesis (7)
- write a research paper using one or more of the research methods and correct in-text citations according to the APA style. (8)
- prepare a complete 'References' page prepared according to the APA style.(9)
- avoid fallacious arguments in their researches. (10)
- present their papers using slides or computer software.(11)

Syllabus

- Using library catalogues and internet to find resources on a chosen topic of research
- Evaluating resources and using annotated bibliography cards
- Different methods of research
- Documentation: In-text Citation according to APA style
- Fallacies
- Documentation: References page according to APA style

Learning, Teaching and Assessment Strategies:

Interactive formal lectures (4.5 hours) are used to deliver theoretical and practical aspects of the writing skills, visits to the library, introducing different research resources. Different methods of research are introduced in power point presentations. Students choose a topic to write about in their researches and collect data from different library and internet resources and document them applying the APA style of documentation. Parts of the process of writing are conducted in class to

have students practice the use of note cards, which they order at the end according to their individual research outlines.

Assessment Scheme:

Assessment takes different forms:

- Students sit a midterm unseen exam of 90 minutes – with short answer questions and several writing tasks. (1,3,6)
- Students sit a final unseen exam of 3 hours – with short answer questions and several writing tasks. (3,4,5,6,7)
- Students produce a research paper that incorporates and integrates information from different sources. They must demonstrate an understanding of the topic they select, and develop a logical argument. Their paper should follow correct research skills and documentation skills such as in-text citation and references page. They submit a 4000 to 6000 word paper. A presentation of their papers is also required. (2,6,7,8,9,10,11)

Assessment Weighing:

Attendance and Session Work:	10%
Research Paper:	30%
Mid-term Examination	20%
Final Examination	40%

Learning Materials:

Essential:

James Lester. *Writing Research Papers*. 12th ed. Pearson, Longman, 2007

Recommended:

Useful Tools:

Internet search engines:

www.yahoo.com

www.google.com

www.altavista.com

www.ipl.org

Useful links for research writing:

<http://www.devry-phx.edu/lrnresrc/dowsc/>

<http://owl.english.purdue.edu/>

Module Code	FAC101
Module Title	Essentials of Accounting I
Credit	3
Module Leader	Dr. Wafaa Ramzy
Pre-requisite	None

Aims

This module is designed to introduce students to financial accounting as the main source of financial information required for decision making process. It helps students to understand the basic concepts, principles, and fundamentals of the accounting cycle of services and merchandising businesses.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Identify the importance, and fundamentals of financial accounting, and its basic concepts and principles.(1)
- Recognise the elements of the financial statements.(2)
- Understand and apply the steps of the accounting cycle.(3)
- Prepare end of period adjusting entries and the financial statements of service and merchandising businesses.(4)
- State the effect of different inventory valuation methods and depreciation methods on financial statements. (5)

Skills

After completing this module, the successful student will be able to:

- Improve numerical and analytical skills.(6)
- Analyze, record, post business transactions, prepare trial balance, adjusting entries and financial statements.(7)

Syllabus

- Accounting as a business tool in the information age. Basic concepts, principles, and fundamentals of accounting.
- Analyzing and recording transactions.
- Adjusting accounts and preparing financial statements.
- Completing the accounting cycle.
- Accounting for merchandising operations.
- Inventories
- Accounting for property, plant and equipment (fixed assets).

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main concepts of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to solve problems to practice recording different phases of the accounting cycle. Students are expected to solve problems on a regular basis, as specified by the tutor. Some of these problems will be submitted as assignments either for formative or summative assessment.

Written tests and unseen exams will be used to assess the students' understanding of the accounting conceptual framework and its practical application on accounting for a sole proprietorship.

Assessment Scheme

Formative Components

- A Written test is used to prepare the students for the unseen exams
- Tutorial exercises

Summative Components

- 2 Written tests are used to assess students' understanding of core topics (20%) (to assess 1-5, 7) **Week 3 and Week 10**
- Written assignments based on problem solving (10%).(to assess 1-7) **Week 2, 4, 6, 9, 11**
- Attendance, class participation and group discussions (10%) (to assess 5, 6, and 7)
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and problem solving) on core theoretical and practical issues. .(to assess 1-5, 7) **Exam Schedule**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Reference text

- Wild, J., Larson, K., & Chiappetta, B. (2013) *Fundamental accounting principles*. New York: McGraw – Hill.

Recommended

- Keiso, D., Weygandt, J., & Warfield, T. (2007) *Intermediate accounting*. Hoboken, NJ: Wiley & Son.
- Meigs, R., & Meigs, W. (1990) *Accounting - the basis for business decisions*. New York: McGraw- Hill.
- Needles, B., Powers, M., Mills, S., & Anderson, H. (1999) *Principles of accounting*. Boston, New York: Houghton Mifflin Company.

Module Code	FAC 201
Module Title	Essentials of Accounting II
Credit	3
Module Leader	Dr. Wafaa Ramzy
Pre-requisite	Fac101

Aims

This module is designed to introduce students to the accounting concepts, procedures, and problems associated with partnerships and corporations as complementary to FAC101.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Identify the characteristics of partnerships, and corporations as major forms of business organizations.(1)
- Discuss the accounting for partnership formation, division of income or loss among the partners, admission & withdrawal of a partner, and partnership liquidation.(2)
- Compare different types of shares and share issues.(3)
- Account for long term liabilities.(4)

Skills

After completing this module, the successful student will be able to:

- Prepare accounts for the formation of a corporation.(5)
- Demonstrate numerical and analytical skills. (6)
- Prepare financial statements of partnerships and corporations. (7)

Syllabus

- Accounting for Partnerships' formation, operations, and liquidation.
- Accounting for corporations' formation, and financial statements. Issuance of preferred and common shares
- The corporate Income statement and the statement of Stockholder's Equity.
- Accounting for long term liabilities; bonds and mortgage payable.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main concepts of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer Seminars will be used to solve problems to practice recording different accounting assumptions for each topic. Students are expected to solve assignments on a regular basis, as specified by the tutor.

Written tests and unseen exams will be used to assess the students' understanding of the accounting conceptual framework and its practical application on partnership and corporation.

Written assignments will be used to assess the continuous progress of each student.

Assessment Scheme

Formative Components

- A Written test is used to prepare the students for the unseen exams
- Tutorial exercises

Summative Components

- Two written tests are used to assess students' understanding of core topics (20%) (outcomes 1-7) **Week 3 and Week 10**.
- Assignments based on problem solving (10%) (outcomes 5, 6 and 7) **Week 2, 4, 6, 9, 11**.
- Class work (10%) (outcomes 6, and 7).
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, essays and paragraph answers) on core theoretical and practical issues (outcomes 1-7) **Exam Schedule**.

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Reference text

- Wild, J., Shaw, W. & Chiappetta, B. (2013) *Fundamental accounting principles*. New York: McGraw – Hill.

Recommended

- Keiso, D., Weygandt, J., & Warfield, T. (2007) *Intermediate accounting*. Hoboken, NJ: Wiley & Son.
- Meigs, R., & Meigs, W. (1990) *Accounting - the basis for business decisions*. New York: McGraw- Hill.
- Needles, B., Powers, M., Mills, S., & Anderson, H. (1999) *Principles of accounting*. Boston, New York: Houghton Mifflin Company.

All module learning materials and resources, apart from textbooks, will be available on the university website (including seminar activities, lecture notes, review questions, lecture slides and sample of previous exams).

Module Code	FAC202
Module Title	Intermediate Accounting I
Credit	3
Module Leader	Dr. Wafaa Ramzy
Pre-requisite	FAC201

Aims

This course aims to develop an understanding and knowledge of the theory and practice of financial accounting. Emphasis is placed on the American Generally Accepted Accounting Principles (GAAP), International Financial Reporting Standards (IFRS) and Egyptian Accounting Standards (EAS) and their applications. The module builds on knowledge previously acquired in FAC101 and FAC 201.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Evaluate and apply the appropriate accounting treatment to a range of financial transactions covered in the syllabus.(1)
- Discuss conceptual framework underlying Financial Statements.(2)
- Evaluate different policies and standards for measurements of assets and their effect on financial statements.(3)

Skills

After completing this module, the successful student will be able to:

- Analyse the effect of applying different standards on financial statements.(4)
- Conduct research on topics presented in this module (5)
- Demonstrate team work ability.(6)

Syllabus

- Financial Accounting and Accounting Standards.
- Conceptual Framework Underlying Financial Accounting.
- Regulations and disclosure of Financial Statements.
- Income Statement and Related Information
- Revenue Recognition
- Balance Sheet Statement
- Cash and Receivables
- Property, Plant and Equipment
- Deprecation, Impairment and Depletion
- Statement of Cash Flows

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply accounting concepts. Students are expected to carry out further readings; and work for specified written assignments. Students will undertake project work where they will be divided to teams each 3-4 students. They are required to write a report investigating the accounting policies and standards used by a particular company that is listed in the Egyptian Stock Exchange and compare the standards used with the GAAP & IFRS with respect to topics covered in the module. The students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical applications.

Assessment Scheme

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on preparation for report writing

Summative Components

- Attendance and class participation (10%).(outcomes 2, 3, and 4)
- Written report (20%) (outcomes 4, 5, and 6) **Week 11**
- Assignments on problem solving (10%) (outcomes 1, 2 and 3) **Week 3,6,12.**
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and problem solving) on core theoretical and practical issues (outcomes 1, 2 and 3). **Exam Schedule**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Reference text

- Keiso, D., Weygandt, J., & Warfield, T. (2007). *Intermediate accounting*. Hoboken, NJ: John Wiley & Son.

Recommended

- Spiceland, D. (2008). *Intermediate accounting*. New York: McGraw Hill.
- Stice, E. & Stice, J. (2007). *Intermediate accounting*. Australia: Cengage.
- Nikolai (2007). *Intermediate accounting*. Australia: Cengage.
- The Accountancy Journal.

Module Code	FAC203
Module Title	Cost Accounting I
Credit	3
Module Leader	Dr. Hazem Yassin
Pre-requisite	FAC 101

Aims

This module is designed to apply cost accounting concepts and techniques on product costing in manufacturing and service industries.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Explore concepts, and principles in cost accounting. (1)
- Determine the cost of goods manufactured using different costing approaches. (2)
- Explain the different cost accounting systems: job order costing traditional versus ABC costing and process costing and determine the total product cost for different users.(3)

Skills

After completing this module, the successful student will be able to:

- Demonstrate the ability of communicating different costs for different purposes of different users.(4)
- Use CVP analysis technique to make different decisions.(5)
- Demonstrate numeric and communication skills.(6)

Syllabus

- The Management Accountant's Role in the Organization
- An Introduction to Cost Terms & Purposes
- Cost Volume Profit Analysis
- Job Order Costing
- Activity-Based costing and Activity-Based Management
- Process Costing

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to encourage students to explore the issues and ideas raised by the lecturer and interact with each other. Seminars will be used to enable students to apply cost concepts. Students will be asked to submit specified written assignments where they will practice solving problems and answering short essays. Students will go on a field trip to a factory and submit a report identifying the different products there, cost units, cost centres, costing system used, and techniques used for allocating cost elements to cost centres and cost units.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application. Assignments will mainly be problem solving to practice analysing the given data and applying the different cost techniques. A group report to assess the ability of the students to apply what they learned on a field trip to a factory where they identify the different products there, cost units, cost centres, costing system used, and techniques used for allocating cost elements to cost centres and cost units.

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on a draft submitted for the group report

Summative Components

- Class participation and attendance (10%) (outcomes 1, 3 & 6)
- Assignments (10%) (outcomes 1-6) **Week 2, 4, 9, 11.**
- Group Report (20%)(outcomes 4-6) **Week 10**
- Unseen Mid-term examination (20 %) & Final Examination (40%).(outcomes 1-5) **Exam Schedule**

Assessment Weighting

Coursework	40%
Unseen Exams	60%

Learning Materials

Essential

- Horngren, C., Datar, S., & Foster, G. (2006). *Cost accounting: a managerial emphasis*. New Jersey: Pearson Prentice Hall.

Recommended

- Garrison, R., Noreen, E., & Brewer, P. (2006). *Managerial Accounting*. New York: McGraw Hill Irwin.

Module Code	FAC 210
Module Title	Financial Management I
Credit	3
Module leader	Dr. Hatem El Banna
Pre-requisite	FAC 101

Aims

The purpose of this module is to enable participants to have a basic understanding of financial management for decision making purposes. The course introduces the foundational concepts of financial management such as financial statement analysis, time value of money, stock and bond valuation, and capital budgeting techniques.

Learning outcomes

Knowledge

After completing this module, the successful student will be able to:

- Analyse financial statements and derive conclusions to evaluate the performance of the company (1)
- Prepare financial projections for the company's expected performance, based on the data attained from the analysis (2)
- Prepare cash budgets and cash flow statement, and free cash flow statement. (3)
- Comprehend the fundamental concept of time value of money and apply it in different financial perspectives. (4)
- Valuation of assets. (5)
- Valuation of bonds. (6)
- Evaluate projects based on pay back period, net present value, and internal rate of return. (7)

Skills

After completing this module, the successful student will be able to:

- Analyse financial statements (8)
- Critically evaluate and select between different projects (9)
- Demonstrate team working ability (10)

Syllabus

- Financial statement analysis
- Cash budgeting
- Pro-forma financial statements
- Free cash flows
- Time value of money
- Bond valuation
- Capital budgeting techniques

Learning, Teaching and Assessment Strategy

Lectures will be used to introduce students to the main theoretical and practical topics in managerial finance. In-class discussions will be used to extend the scope of the lectures. Students will be asked to prepare a valuation report for a company to practice most of the concepts introduced in the course. Tutorials will address practical cases pertaining the course and applications, in addition to further reading and problems solving.

Assessment Scheme

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on a draft for the group report

Summative Components

- Students are expected to submit a valuation report based on a company, where they analyse the financial statements of the company, and use this analysis to prepare pro-forma financial statements and compute the free cash flow. Then, students will discount these free cash flows to obtain a value for the company. Furthermore they will be asked to apply the capital budgeting techniques. Students will work in groups of two. Students will be asked to present their work in a report that will be based on the analysis of financial statement. (30%). [outcomes: 1,2,3,4,5,7,8,11,12] **Week 11**
- Mid-term exam: one hour and a half that consists of testing the theoretical and practical elements of the module (20%). [Outcomes: 1,2,3,8] **Exam Schedule**
- Final Exam: three hours that consists of testing the theoretical and practical elements of the module (40%). [Outcomes: 4,5,6,7,9,10] **Exam Schedule**
- Attendance, participation and assignments (10%).

Assessment Weighting

Course Work	40%
Exams	60%

Learning materials

Essential

- Gitman, L. (2008) *Principals of Managerial Finance*. 12th edition. New York. Addison Wesley, Besely.

Recommended

- The journal of Finance

Module Code	FAC 211
Module Title	Financial Management II
Credit	3
Module leader	Dr. Hatem El Banna
Pre-requisite	FAC 210

Aims

This module aims to provide students with the financial managements tools and technique. Financial management involves the process of acquiring and using funds to meet the firms objectives. Financial management activities include identifying a business' strengths and weaknesses, evaluating investment opportunities, forecasting future funding needs and making investment decisions.

Learning outcomes

Knowledge

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

- Evaluate and assess risk and return. (1)
- Value stock according to different models (2)
- Value different types of bonds. (3)
- Assess different methods of acquisition of funds. (4)
- Measure different types of leverage (5)
- Analyse different funding opportunities. (6)
- Calculate and interpret cost of capital (7)
- Evaluate different dividend policies (8)

Skills

This module will call for the successful student to demonstrate:

- Ability to quantify risk and return (10)
- Ability to take decision based on quantitative analysis to financial issues (11)
- Identify and choose between the financing options (12)

Syllabus

- Risk and return
- Stock Valuation
- Bond Valuation
- Cost of Capital
- Leverage and capital structure
- Dividend policy
- Hybrid Securities

Learning, Teaching and Assessment Strategy

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply concepts to real world situations. Students are expected to do additional reading and research on specific topics. Student will do an analysis of a case study and present it in class for discussion.

Assessment Scheme

Formative Components

- Problem solving

Summative Components

- Exams (mid-term and final) are designed to test the theoretical and practical concepts presented in the module (60%) [outcome:1-12] **Exam Schedule**
- Tests 20% and assignments 20%

Assessment Weighting

Course work	40%
Exam	60%

Learning Materials

Essential:

- Gitman, L. (2013) *Principals of Managerial Finance*. Arab Edition

Recommended:

- The Journal of Finance.

Module Code	FAC302
Module Title	Intermediate Accounting II
Credit	3
Module Leader	Dr. Wafaa Ramzy
Pre-requisite	FAC 202

Aims

This course aims to extend the knowledge and understanding of accounting treatment of the theory and practice of financial accounting as applied to investments, intangible assets, liabilities, and equity of a corporation. This module builds on knowledge previously acquired in FAC 202.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Evaluate the treatment of investments within the context of corporations.(1)
- Value and present intangible assets in financial statements.(2)
- Distinguish between different sources of financial debt instruments like bonds and equity instruments like preferred and common stocks. (3)
- Prepare the liabilities, and equity sections of the balance sheet.(4)

Skills

After completing this module, the successful student will be able to:

- Analyse and evaluate financial statements prepared in accordance with the applicable accounting standards (IAS).(5)
- Conduct research on topics presented in this module (6)
- Demonstrate working in teams.(7)

Syllabus

- Intangible Assets: Goodwill, Brands
- Investments
- Current Liabilities and Contingencies: Leasing and Pensions
- Long Term Liabilities
- Issuance of bonds
- Dividends

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply accounting concepts. Students are expected to study independently throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application (outcomes 1-5).

A written report will be used to assess the student's abilities to research a relevant topic. A group of 3-4 students will investigate the accounting policies and standards used by a particular company that is listed in the Egyptian stock exchange and compare the standards used with the GAAP with respect to topics covered in the module (outcomes 4, 5, 6, and 8).

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on group project

Summative Components

- Written report on group project (20%) (outcomes 4, 5, 6, and 8). **Week 10**
- Assignments on problem solving (20%) (outcomes 1-6) **Week 1, 3, 5, and 9**
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and problem solving) on core theoretical and practical issues (outcomes 1-5). **Exam Schedules**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Keiso, Donald E., Herry J. Weygandt. (2014). *Intermediate accounting*. Hoboken, NJ: John Wiley & Son.

Recommended

- Spiceland, D. (2008). *Intermediate accounting*. New York: McGraw Hill.
- Stice, E. & Stice, J. (2007). *Intermediate accounting*. Australia: Cengage
- Nikolai. (2007). *Intermediate accounting*. Australia: Cengage.
- The Accountancy Journal

All module learning materials and resources, apart from textbooks, will be available on the university website (including seminar activities, lecture notes, review questions, lecture slides and quizzes).

Module Code	FAC305
Module Title	Advanced Accounting
Credit	3
Module Leader	Dr. Mohamed El Deeb
Prerequisite	FAC 302

Aims

This module aims to provide student with practical tools to prepare branch accounting, mergers and acquisitions, and consolidated financial statements.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Prepare branch and subsidiaries financial statements. (1)
- Prepare mergers and acquisitions financial statements. (2)
- Differentiate between various accounting methods to record acquisitions and mergers.(3)
- Translate foreign currency transactions. (4)

Skills

After completing this module, the successful student will be able to:

- Conduct research on topics related to group accounting.(5)
- Make coherent presentations on the basis of analysis and evaluation
- Critically analyse relevant issues.(7)

Syllabus

- Accounting for Branches
- Mergers.
- Consolidated Financial Statements: On date of acquisition
- Consolidated Financial Statements: Subsequent to Date of acquisition
- Consolidated Financial Statements: adjustment of Inter-company Profits (Gains) and losses
- Accounting for Foreign Currency Transactions

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply accounting concepts and discuss assignments.

Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report and presentation will be used to assess the student's abilities to analyse a consolidated set of financial statements for a holding company and its subsidiaries. Students will be asked to prepare and analyse a consolidated set of financial statements for a holding company and its subsidiaries

Formative Components

- Tutorial exercises
- Feedback on drafts submitted for the project

Summative Components

- Project (20%). (outcome 5, 6, 7) **Week 12**
- Problem solving (20%).(outcomes 1, 3 and 4) **Week 6, 10**
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and problem solving) on core theoretical and practical issues (outcomes 1-4). **Exam Schedules**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Larsen, E. (2013). *Modern advanced accounting*. New York: Irwin/McGraw-Hill.

Recommended

- Hoyle, J. (2007). *Fundamentals of Advanced*. New York: McGraw-Hill.
- Hoyle, J., Schaefer, T., & Douppnik, T. (2008). *Advanced Accounting*. New York: McGraw-Hill.
- Beams, & Clement, F. (2008). *Advanced Accounting*. New Jersey: Pearson.

Module Code	FAC306
Module Title	Auditing I
Credit	3
Module Leader	Dr. Mohamed El Deeb
Pre-requisite	FAC 302

Aims

This module is designed to provide an insight into auditing discipline and to integrate theory and practice of auditing. Special emphasis is placed on the elements of the audit process, the audit program, accumulation and evaluation of the evidence for audit report preparation.

Learning Outcomes

Knowledge

After completing this module, students will be able to:

- Investigate and apply concepts, and principles of auditing.(1)
- Explain a range of the international and Egyptian Standards on Auditing.(2)
- Identify potential solutions for a range of audit problems.(3)
- Critically evaluate the internal control system within a firm.(4)

Skills

After completing this module, students will be able to:

- Analyse case studies and infer findings and rules from observations analyses.(5)
- Prepare an audit plan.(6)
- Discuss and evaluate audit evidence and develop argumentative skills.(7)
- Participate constructively in group discussions.(8)

Syllabus

- Nature, frame of reference, standards, objectives, responsibilities and procedures for auditing.
- Audit Evidence, Materiality, Risk and Audit Sampling
- Internal Audit and The Audit Committee
- Evaluation of Internal Control
- Sampling.
- Audit Planning and Analytical Procedures
- Audit Reports

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply auditing concepts to real world situations. Students are expected to do additional readings, and research on specific

topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written unseen midterm and final exams will be used to assess the students' understanding of the theoretical frameworks and the practical application of Auditing. An analysis of a case study and a presentation of this analysis will be used to assess the student's abilities to evaluate audit evidence and the internal control system within a firm.

Formative Components

- Written test are used to prepare the students for the unseen exams
- Tutorial case studies

Summative Components

- Assignments and case studies (40%).(outcomes 5-7)
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and problem solving) on core theoretical and practical issues (outcomes 1-4). **Exam Schedules**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Arens, A., (1994). *Auditing - An integrated approach*. New York: Prentice Hall.

Recommended

- Messier, W., Glover, S. & Prawitt, D. (2008). *Auditing and assurance services: A systematic approach*. New York: McGraw Hill.
- Whittington, R. & Pany, K. (2008). *Principles of auditing and other assurance services*. New York: McGraw Hill.
- Arens, A. & Elder R. (2008). *Auditing and assurance services and ACL software*. New Jersey: Pearson

Module Code	FAC307
Module Title	Cost Accounting II
Credit	3
Module Leader	Dr. Mohamed El Deeb
Pre-requisite	FAC 203

Aims

This module aims to build on module Cost Accounting I by providing further techniques of cost accounting, costing systems and cost data for quantitative models and control systems.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Differentiate between variable and absorption costing. (1)
- Recognize the applicability of the different methods used for the valuation of inventory for different purposes and justify and their impact on net income. (2)
- Analyse the different allocation methods of service cost centres on production departments. (3)
- Distinguish between various methods of cost estimation, and the standard costing. (4)
- Calculate and analyse various between actual and standard costs. (5)
- Allocate joint costs using different methods. (6)
- Identify the situations in which process-costing systems are appropriate. (7)

Skills

After completing this module, the successful student will be able to:

- Interpret, analyse and communicate data in an appropriate format for different users of accounting information to serve different purposes. (8)
- Written reports. (9)
- Conduct variance analysis to reconcile the actual overhead incurred with the overhead amounts allocated during the periods. (10)

Syllabus

- Inventory Costing and Capacity Analysis
- Estimating Cost Functions
- Standard Costing and Variance Analysis
- Cost Allocation: Joint Products and By Products
- Process Costing
- Spoilage, Rework Units and Scrap

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply cost concepts. Students are

expected to do additional readings, and research on specific topics. Students will be supported by regular tutorials which will provide them with feedback on their coursework.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report will be used to assess the student's abilities to research a relevant topic.

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Tutorial exercises
- Feedback on project

Summative Components

- Individual Project and report (20%). (outcomes 3, 7, 9, and 10) **Week 12**
- Problem solving (20%). (outcomes 1-7) **Week 6 and 11**
- Unseen Mid-term examination (20%) and Final Examination (40%).

Exam Schedule

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Horngren, C., Datar, S., & Foster, G. (2006). *Cost accounting: a managerial emphasis*. New Jersey: Pearson Prentice Hall.

Recommended

Garrison, R., Noreen, E., and Brewer, P. (2006). *Managerial Accounting*. New York: McGraw Hill Irwin.

Module Code	FAC 314
Module Title	Corporate Finance
Credit	3
Module leader	Dr. Hatem El Banna
Pre-requisite	FAC 201, FAC 210

Aims

The aim of this module is to provide students with the necessary tools to enable them to make financial decisions. The module will explore the various techniques to maximize corporate value while reducing the firm's financial risk.

Learning outcomes

Knowledge

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

- Analyse financial markets and its processes (1)
- Apply techniques for determining the securities value (2)
- Analyse the interaction between the economy and the financial markets. (3)
- Explore various investments techniques. (4)

Skills

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

- Enhance team work skills(5)
- Demonstrate presentation skills (6)
- Evaluate various investments techniques (7)
- Calculate cost of capital and evaluate the mechanism of changes in capital structure (8)
- Choose between different financing options (9)

Syllabus

- Financial Decision Making Process
- The Price of Risk
- Investment Decision Rules
- Capital Budgeting
- Valuing Stocks and Bonds
- Capital Markets and the Pricing of Risk

Learning, Teaching and Assessment Strategy

Lectures will be used to introduce students to the main theoretical and practical topics of the module. In-class discussions will be used to extend the scope of the lectures. Tutorials will address practical cases pertaining the course and applications, in addition to further reading.

Assessment Scheme

Formative Components

- Tutorial exercises
- Feedback on preparation of project

Summative Components

- Students are expected to form groups of two and to prepare a detailed valuation report for a company. The project will be designed to allow students to apply concepts learned in this module. Students will be required to examine different financing options and choose the optimal combination that will yield the highest value of an asset. (40%). [outcomes: 1,2,3,4,5,6] **Week 12**
- Mid-term exam: one hour and a half that consists of testing the theoretical and practical elements of the module (20%). [Outcomes: 1,2,3] **Exam Schedule**
- Final Exam: three hours that consists of testing the theoretical and practical elements of the module (40%). [Outcomes: 4, 7,8,9,10] **Exam Schedule**

Assessment Weighting

Exam	60%
Course work	40%

Learning materials

Essential

- Berk, and De Marzo, P (2007). *Corporate Finance*. New York. Addison Wesley Publishing Company

Recommended

- The Journal of Finance

Module Code	FAC 402
Module Title	Governmental and National Accounting
Credit	3
Module Leader	Dr. Mohamed El Deeb
Pre-requisite	FAC 302

Aims

This module aims to provide students with knowledge of the technical aspects of governmental accounting and national accounting.

Learning outcomes

Knowledge

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

- Discuss the features of governmental accounting. (1)
- Compare the differences between governmental and business accounting. (2)
- Identify the accounting treatment of the different governmental transactions, and the preparation of the end of year governmental financial statement. (3)
- Identify the difference between micro and macro (national) accounting. (4)
- Identify the main components of the national accounting system: (5)
 - National Income Accounts, Input-Output Analysis.
 - Flow of funds, Balance of payments.
 - The National Balance Sheet.

Skills

On completion of this module, successful students will be able to:

- Prepare the budget of governmental (not for profit) organization (unit) and prepare the end of year actual financial account for the unit. (6)
- Analyse and evaluate the performance of the governmental unit. (7)
- Analyse the components of the national income, GDP, NDP, GNP and NNP (8)
- Analyse the Balance of payments and the Input-Output analysis. (9)
- Analyse the components of the national wealth. (10)

Syllabus

- An overview of Accounting: Business Accounting, not for profit (governmental) accounting and National Income Accounting.
- Governmental Accounting:
 - Governmental Budgets.
 - Accounting treatment of governmental transactions.
 - End of year Financial Account.
- National Accounting:
 - National Income Accounts.
 - Input-Output Analysis.
 - Flow of Funds Accounts.
 - Balance of Payments.
 - National Balance Sheet.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by applying concepts to different cases. Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Formative Components

- Tutorial case discussions
- Problem solving

Summative Components

Assessment takes a number of forms:

- Course work in the form of project. Projects and their presentation will be used to assess the students' abilities to research a relevant topic. (40%) (outcomes 6-10) **Week 8, 10**
- A mid-term exam (20%) and a final exam (40%) (outcomes 1-7) **Exam Schedule**

Assessment weighting

Coursework	40%
Exams	60%

Learning materials

Essential

- Freeman, R. (2012). *Governmental and non-profit accounting*. New Jersey: Pearson

Recommended

- Granof, M. (2007). *Governmental and non-profit accounting*. New Jersey: John Willy & Sons.
- Wilson, E., Kattelus, S. & Reck, J. (2007). *Accounting for governmental and non-profit entities*. New York: McGraw Hill.
- Larry, M. (2008). *Introduction to governmental and non-profit accounting*. New Jersey: Pearson.

Module Code	FAC404
Module Title	Taxation
Credit	3
Module Leader	Dr. Mohamed A. Agwa
Pre-requisite	FAC302

Aims

This module is designed to provide the students with an understanding of the Egyptian tax system. The module focuses on both direct and indirect taxes on expenditure. The taxation treatment for everything related to the natural persons.

Learning Outcomes

Knowledge

After completing this module, students will be able to:

- Explore concepts, and principles of taxation.(1)
- Evaluate and discuss the Egyptian tax system (2)
- Distinguish between direct taxes on income and indirect taxes on expenditure and transactions. (3)

Skills

After completing this module, students will be able to:

- Apply tax accounting theories in the work field.(4)
- Calculate and evaluate income tax and determine the taxable income of an individual and the corporate form businesses.(5)
- Advise tax payers and help them to prepare their annual tax report and to defend it with the tax authorities.(6)

Syllabus

- Theory of Taxation: definition, concepts, types, postulates and principles.
- The framework of the Egyptian tax system
- Tax on salaries and other income
- Tax on corporate income, commercial and industrial profit
- Tax on non commercial professions income
- ***Tax on real estate wealth***

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply concepts to different cases.

Assessment Scheme

Formative Components

- Written test are used to prepare the students for the unseen exams
- Tutorial exercises
- Discussions on different disputes

Summative Components

- Case study assignment: Each student is required to debate a case study between a tax payer and the tax authority representing the view of each side and their opinion on how to settle the dispute. (40%) (outcomes4, 5, and 6) **Week 12**
- Mid-term Examination (20%) and unseen Final Examination (40%). (outcomes 1, 2 and 3) **Exam Schedule**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Abbas, M. (2006). *Principles of tax accounting*. Alexandria: El Maktab El Gamey El Hadis.

Recommended

- Jones, S. (2008). *Principles of taxation for business and investment planning*. New York: McGraw Hill.
- Shelley, S. (2004). *Advanced strategies in taxation*. New York: McGraw Hill.
- Cruz, A. (2009). *Fundamental of taxation*. New York: McGraw Hill.
- The Accountancy Journal

Module Code	FAC406
Module Title	Auditing II
Credit	3
Module Leader	Dr. Mohamed El-Deeb
Pre-requisite	FAC 306

Aims

The module will evaluate the effectiveness of internal control system and enable students to perform an audit. Students will learn how to issue an audit report on the financial statements and on other assurance services for a corporation. This module is designed to build on the Auditing I module FAC306.

Learning Outcomes

Knowledge

After completing this module, students will be able to:

- Perform and explain audit tests.(1)
- Identify and solve auditing problems.(2)
- Evaluate the effectiveness of internal control systems.(3)
- Justify the importance of information technology in the audit process.(4)

Skills

After completing this module, students will be able to:

- Draft acceptable wording for various audit and assurance services reports.(5)
- Analyse, evaluate and identify potential solutions for a range of auditing problems.(6)
- Demonstrate teamwork.(7)
- Communicate their findings.(8)
- Apply techniques for fraud detection.(9)

Syllabus

- Tests of Controls and Substantive Tests of Sales and Collections Transactions.
- Audit of Accounts Receivable
- Audit of the acquisition and payment cycle.
- Audit of property, plant and equipment and repayment cycle
- Audit of cash account
- Fraud and errors.
- The impact of Information Technology on the Audit Process.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply auditing concepts. Students are expected to study throughout the semester. This will include additional readings, and

research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written unseen midterm and final exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report and its presentation will be used to assess the student's abilities to recognize various auditing practices.

Formative Components

- Written tests are used to prepare the students for the unseen exams
- Feedback on preparation of project upon submission of drafts

Summative Components

- Written report and presentation (40%). (outcomes 2-8) **Week 11**
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and problem solving) on core theoretical and practical issues (outcomes 1-4). **Exam Schedules**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Arens, A., (1994). *Auditing - An integrated approach*. New York: Prentice Hall.

Recommended

- The Wall Street Journal
- Business Week
- Accounting Trends and techniques
- The Accountancy journal
- Forbes

Module Code	FAC408
Module Title	Current Issues in Accounting
Credit	3
Pre- requisite	FAC 302
Module Leader	Dr. Hazem Yassin

Aims

This module aims to provide a critical prospective on some of the current issues in accounting. The module investigates the treatment of accounting transactions in the context of conceptual regulatory and governance framework

Learning Outcomes

Knowledge

After completing this module, students should be able to:

- Evaluate the role of the government and other agencies in the regulation of accounting. (1)
- Develop an awareness of current accounting issues, particularly harmonisation and convergence, issues of corporate governance and issues of corporate social reporting.(2)
- Identify the basic accounting concepts and principles adopted by listed companies and compare them with other companies (unlisted) in the same sector.(3)

Skills

On completion of this module, successful students will be able to:

- Evaluate different accounting treatments of business transactions and the compliance with the appropriate accounting standards.(4)
- Evaluate the quality of financial and non-financial reporting and disclosures.(5)
- Apply the appropriate recommended accounting treatment for the controversial issues (securitization, short selling, options, futures and forwards).(6)
- Calculate the Accounting ratios and measures to evaluate performance and financial conditions and to assess the market price per share.(7)

Syllabus

- The regulatory framework of accounting.
- Corporate Governance.
- Corporate social responsibility.
- The impact of accounting treatment on financial statement analysis.
- Controversial issues in accounting such as :
 - Capital leasing
 - Deferred Taxation
 - Share Options
 - Financial Derivatives

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to discuss current accounting issues. Students are expected to do additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report and its presentation will be used to assess the student's abilities to research a relevant topic.

Formative Components

- Tutorial discussions on research assignments
- Feedback on article reviews

Summative Components

- Project on current issues (20%) (Outcomes 4-7). **Week 4, 6, 9, 11**
- Case studies for current problems facing the economic environment (20%) (Outcomes 4-7).
- Mid-term examination & Unseen Examination (60%) (outcomes 1,2,3, 7).

Exam Schedule

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Drever, M. (2007) *Contemporary Issues in Accounting*. Australia: McGraw Hill

Recommended

- Accounting reviews.
- Journal of business finance and accounting.
- Journal of accountancy.
- Review of income and wealth.
- Cambridge journal of economics.

Module Code	FAC409
Module Title	Managerial Accounting
Credit	3
Module Leader	Dr. Hazem Yassin
Pre- requisite	FAC 203 - FAC 211

Aims

This module aims to provide a critical evaluation of Management Accounting techniques and practices.

Learning Outcomes

Knowledge

After completing this module, students should be able to:

- Evaluate recent developments in management accounting.(1)
- Select relevant information from large amount of data for decision making. (2)
- Evaluate the budgeting process. (3)
- Analyse techniques and methods used for performance evaluation, and for calculation of transfer prices between divisions.(4)

Skills

On completion of this module, successful students will be able to:

- Critically evaluate the performance of a company and have the ability to express thoughts and views in writing; (5)
- Engage effectively in debates with peers;(6)
- Articulate their knowledge of accounting in formal presentations (7)

Syllabus

- Historical Development of management accounting
- Corporate Governance.
- Relevant & Irrelevant costs.
- Budgeting – the comprehensive budget.
- Pricing decisions and strategies.
- Risk, uncertainty and decision trees.
- Divisional performance & transfer pricing.
- Performance evaluation – ROI , ROE, RI, EVA.
- Benchmarking & Balanced Scorecards.
- Throughput costing & target costing.
- Total Quality Management & JIT.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply accounting concepts. Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report and its presentation will be used to assess the student's abilities to analyse case studies. Each student will choose a certain managerial problem in a particular firm and analyse the types of managerial accounting information and reports to be prepared for management to guide their decisions to solve the chosen problem.

Formative Components

- Assignments to prepare the students for the unseen exams
- Problem solving
- Feedback on preparation of case studies

Summative Components

- Discussions and presentation of case studies (20%). (outcomes 5,6,7)
Week 12, 13
- Class Participation & problem solving (20%).(outcomes 5-7)
- Mid-term examination (20%) & Unseen Examination (40%). (outcomes 1-6)
Exam Schedule

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Horngren, F. & Datar. (2014). *Managerial Accounting*. New Jersey: Prentice Hall.

Recommended

- Garrison, R., Noreen, E., and Brewer, P. (2006). *Managerial accounting*. New York: McGraw Hill.
- Brewer, P., Garrison, R., & Noreen, E. (2008). *Introduction to managerial accounting*. New York: McGraw-Hill.
- Garrison, R., Noreen, E. & Brewer, P. (2004). *Managerial accounting*. New York: McGraw-Hill.

Module code	FAC 411
Module Title	Investment Analysis and Portfolio Management
Credit	3
Module leader	Dr. Hatem El Banna
Pre-requisite	FAC 211

Aims

The purpose of this module is to provide students with the theories and techniques of portfolio management and investment. The module will enable students to evaluate various investments and methods of decision making.

Learning outcomes

Knowledge

After completing this module, the successful student will be able to:

- Explain portfolio construction and portfolio management 1
- Compute stock and portfolio return and risk 2
- Prepare the different types of market indices. 3
- Critically evaluate the concept of efficient markets. 4
- Evaluate different approaches to asset pricing models.5
- Prepare stock and bond valuations. 6
- Apply arbitrage pricing theory.7
- Utilise APT and CAPM for different asset pricing techniques 8

Skills

After completing this module, the successful student will be able to:

- Apply team (group) working ability 9
- Demonstrate his presentation skills 10
- Select and evaluate an efficient portfolio from different securities.11
- Prepare a financial strategy based on analysis of the economy, the industry and the company.12

Syllabus

- Investment Settings & Asset Allocation
- Investment Settings & Functioning of Securities Market
- Security Market indicators & Efficient Capital Markets
- Efficient Capital Markets & Portfolio Management
- Portfolio Management
- Asset Pricing Model & Derivatives
- Valuation
- Bonds & Stock Market Analysis
- Industry Analysis & Company Analysis

Learning, Teaching and Assessment Strategy

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply accounting concepts. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Formative Components

- Assignments in the form of problem solving
- Feedback on progress of group project

Summative Components

- In project 1, students are expected to form groups of two, and constitute the investment portfolio of a certain company of their choice. In Project 2, each student individually should make a thorough analysis of a certain financial market of a country. The two projects are designed to cover most of the topics covered by the module. (40%). [outcomes: 9,10,11,12] **Week 13**
- Mid-term exam: one hour and a half that consists of testing the theoretical and practical elements of the module (20%). [Outcomes: 1,2,3,4] **Exam Schedule**
- Final Exam: three hours that consists of testing the theoretical and practical elements of the module (40%). [Outcomes: 5,6,7,8] **Exam Schedule**

Assessment Weighting

Course Work	40%
Exam	60%

Learning materials

Essential

ZVI Bodie , Alex Kane & Alan J.Marcus. (2014) Investment and portfolio management .McGraw Hill

Recommended:

- The Journal of Finance.

Module Code	FAC416
Module Title	Accounting Theory – Research Methodology
Credit	3
Module Leader	Dr. Mohamed El Deeb
Pre- requisite	FAC 302

Aims

This module aims to provide students with the theory of accounting as a social science, and the different research approaches currently employed in accounting to help in achieving the objectives of the research.

Learning Outcomes

Knowledge

After completing this module, students should be able to:

- Discuss the role of accounting in society. (1)
- Compare the different research methodologies used in accounting. (2)
- Distinguish between the basic accounting concepts, assumptions, principles governing the preparation of accounting information produced to serve the different users for different purposes. (3)
- Recognise the importance and the impact of ethics in accounting. (4)

Skills

On completion of this module, successful students will be able to:

- Evaluate various research methodologies used in accounting and recommend the appropriate method of research to be used for each purpose. (5)
- Discuss quantitative and qualitative methods. (6)
- Recommend the accounting concepts and principles to be used for producing the accounting information required for each purpose. (7)

Syllabus

- Accounting theory: concepts, assumptions, principles.
- The role of accounting in society.
- Historical accounting.
- True and fair view
- Professionalism and ethics in accounting.
- Research Methods in Accounting.
- Accounting research, disclosure & Transparency.

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by applying concepts to different cases, Students are expected to study throughout the semester. This will include additional readings. Students will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report and its presentation will be used to assess the student's abilities to research a relevant topic supported by article reviews.

Formative Components

- Assignments in the form of essay writing are used to prepare the students for the unseen exams
- Article reviews discussions in class and tutorials

Summative Components

- Project (40%). (outcomes 5-7) **Week 6, 11**
- Mid-term examination (20%) & Unseen Examination (40%). (outcomes 1-4, 5) **Exam Schedule**

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

- Harry, I. (2013). *Accounting Theory: Conceptual Issues in a Political & Economic Environment*. Sage

Recommended

- Hopwood, A. (1994).
- Potter, B. (2005). *Accounting as social and institutional practice: Perspectives to enrich our understanding of accounting change*. Great Britain: Blackwell Publishing.
- [Kolak, D.](#) (1999). [An introduction to philosophical analysis](#). New York: McGraw-Hill.

Module Code	FAC420
Module Title	Graduation Project I & II (Major Accounting)
Credit	4
Module Leader	Dr. Hazem Yaseen
Pre-requisite	FAC 302,303, 306

Aims

This module is designed to build on different skills and knowledge the students have gained from their study of the different accounting modules. The students will produce an integrated accounting research on a particular project related to the current Egyptian market. The module is divided into two parts (Part I and Part II), which are normally covered in the last two semesters of the final year. The students can choose different research methodologies

Learning Outcomes

Knowledge

After completing this module, students will be able to:

- Select and justify a research problem. (1)
- Articulate research objectives and conduct a literature review. (2)
- Distinguish between different methodological approaches. (3)

Skills

After completing this module, students will be able to:

- Conduct research and critically evaluate findings in an appropriate format (4):
 - a. Generate research hypotheses.
 - b. Select appropriate research design including the research population, sample type and size, identifying sampling unit and element, and designing, refining, and finalizing the research instrument.
 - c. Undertake data collection activities.
 - d. Check data for consistency, and implement data entry.
 - e. Present the research recommendations and proposed courses of actions.
 - f. Interpret analysis of results and formulate the research conclusions.
 - g. Put forward suggestions for further research.
- Use computerized statistical packages to run the data analysis.(5)
- Apply teamwork skills and time management.(6)
- Give oral presentation on the analysis, evaluation and synthesis information and defend the results of the research. (7)

Syllabus

Part (I)

- Research methodology
- Topic Selection
- Exploratory Field Study
- Survey and Review of Literature
- Generating Hypotheses
- Submitting Research Proposal

Part (II)

- Finalising Hypotheses
- Identifying Population and Sample
- Finalizing Questionnaire
- Pre-testing Questionnaire
- Selecting Data Collection Method (s)
- Collecting Data
- Data Entry
- Analysing Data
- Interpreting Results
- Submitting Dissertation

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to discuss their progress and findings. Students are expected to study throughout the semester. This will include additional readings, and research on specific topics. Students will be supported by regular tutorials which will provide them with feedback on their coursework.

Assessment Scheme

Part (I)

- Students are organized into groups.
- Each group will submit a research proposal by the end of the first semester (detailed contents and deadlines will be distributed in the first session).

Part (II)

- Each group will submit the final dissertation by the end of the second semester (detailed contents and deadlines will be distributed in the first session).
- Each group will defend their research findings one week after the submission date to a committee composed of two external examiners, the internal examiner/ supervisor and the Dean of the Faculty. (outcomes 5-8)

Field research is required to help in conducting the projects, students are required to visit the application company, in addition to other sources of secondary data such as:

- Egyptian Central Agency for Population, Mobilization, and Statistics (CAPMS).
- Cairo Academic Center for Scientific Research.
- Center for Egyptian Economic Studies (World Trade Center, Maspiro).
- AUC Library.

Assessment Weighting

○ Part (I); Research Proposal	20%
○ Part (I); Presentation	10%
○ Part (II); Dissertation	40%
○ Part (II); Presentation	<u>30%</u>
○ TOTAL	100%

Module Code	MGT200
Module Title	Introductory Management
Credit	3
Module Leader	Dr. Emad Elwy
Pre-requisite	

Aims

This module aims to provide students with a solid grounding in the core concepts and functions of management. It also enables students to develop their practical skills in the study of real world management practice. It also gives students an appreciation of the field of management studies.

Learning Outcomes

Knowledge

After completing this module, the successful student will be able to:

- Explain in a discursive form the basic functions of management. (1)
- Distinguish between different elements of organizational environment. (2)
- Understand the rationale for the manager's decision making process. (3)
- Appreciate the contribution of different management schools of thought to the science of management. (4)
- Identify new trends in different management functions. (5)

Skills

After completing this module, the successful student will be able to:

- Apply SWOT analysis to an organization. (6)
- Develop alternative solutions to specific managerial problems. (7)
- Present an analysis of a case study using appropriate tools. (8)
- Practice working as a team to present research work. (9)

Syllabus

- Basic managerial functions: planning, organizing, leading and controlling
- Different approaches to management: past and present.
- Managing in a global environment.
- The business environment
- Organization strategies through the use of SWOT analysis.
- The manager as a decision maker

Learning, Teaching and Assessment Strategies

Lectures will be used to introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply management concepts to real world situations. Students are expected to carry out independent study on a regular basis, as specified by the tutor. This might include further readings; it might also require work for specified written assignments. When students undertake project work, they will be supported by means of regular tutorials which will provide them with feedback on work in progress, and in-class presentations will involve the use of informal peer assessment.

Assessment Scheme

Written tests and unseen exams will be used to assess the students' understanding of the theoretical frameworks and their practical application.

A written report and its presentation will be used to assess the student's abilities to recognize various managerial practices.

- Written tests are used to assess students' understanding of core topics (20%) (outcomes 1-5)
- Written report (2000 words) and presentation based on a SWOT analysis (12% for report, 3% for presentation). Students will be provided with written and oral feedback on first drafts of reports. (outcomes 6,9)
- Brief written assignments based on case studies (10%).(outcomes 7, 8)
- An unseen mid-term exam (20%) of 90 minutes and an unseen final exam (40%) of 3 hours will require students to answer questions (Multiple choice, and essays answers) on core theoretical issues. (outcomes 1-5)

Assessment Weighting

Coursework	40%
Exams	60%

Learning Materials

Essential

Robbins, Stephen, P. & Coulter, M. (2014). Management. New Jersey: Prentice Hall.

Recommended

Cole, G.A. (2005). Management Theory and Practice. Boston: Thomson.

Daft, Richard L. (2006). The New Era of Management. USA: Thomson/ South-western.

Schermerhorn, John R. (2006). Management. N.J.: John Wiley & Sons.

University Web-site, including: seminar activities, review questions, lecture notes and slides.

Module code: MGT 300
Module title: Human Resources Management
Credit: 3
Module leader: Dr. Ola Emara
Pre-requisite: MGT 200

Aims:

This module aims at informing the students of the different human resources key related activities and functions, which includes recruitment, selection, performance appraisal, training and compensation plans, that are performed by modern organizations. It also aims at allowing the students to relate theory to practice.

Learning Outcomes

Knowledge:

On successful completion of this module, the student will be able to demonstrate systematic understanding and detailed knowledge of:

- Key concepts in effective Human Resources Management (1)
- Different recruitment and selection techniques (2)
- Various performance appraisal methods (3)
- How to manage different training and compensation programs. (4)

Skills:

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

- Write a variety of job vacancies for advertisement in different media (5)
- Differentiate between the various types of interviews and demonstrate an understanding of the interview process (6)
- Design fair performance appraising forms for different levels of workers (7)

Syllabus

- The Strategic Role of HRM
- Job Analysis
- Personnel Planning and Recruiting
- Employee Testing and Selection
- Interviewing Candidates
- Training and Developing Employees
- Performance Management and Appraisal
- Compensation

Learning, teaching, and assessment strategies:

Formal, one and half hour lectures will introduce students to the main theoretical topics of the module. In-class discussions will be used to extend the scope of the lectures by encouraging students to explore the issues and ideas raised by the lecturer. Seminars will be used to enable students to apply HR concepts to practical situations through the use of case studies. Students are expected to carry out independent study which includes an application project on a selected topic of their choice. When students undertake project work, they will be supported by means of regular tutorials which will provide them with feedback on work in progress.

Assessment Scheme:

- Individual essays to assess students understanding core topics (20%) [Outcomes: 1,2,3,4,6]
- Written analysis of given case studies (20%) [Outcomes: 1,4,5,6,7]
- An unseen mid-term exam of 90 minutes and an unseen final exam of 3 hours will require students to answer questions on core theoretical issues [Outcomes:1,2,3,6]

Assessment Weighting:

Coursework: 40%

Unseen Exams: 60%

Learning Material:Essential:

Dessler, G. (2007) Human Resource Management, 10th edition, New York: Prentice Hall.

Recommended:Texts:

Bohlander, George W. et al, (2000) Managing Human Resources, 12th Edition, New York: South-Western College Publications.

Fitz-Enz, J. and Davidson, B. (2001) How to Measure Human Resource Management. 3rd edition, Boston: McGraw-Hill Trade.

Journals

Management Review

Human Resources Management International Digest

Module Code	MGT 310
Module Title	Quantitative approach to management
Credit	3
Module Leader	Dr. Emad El-Din H. Hassan
Prerequisite	ECO 113, ECO 215, and MGT 200

Aims

This module aims to equip students with the important tools and techniques of quantitative methods and to help them apply these techniques to a variety of applications in different managerial areas. It also aims at allowing the students to evaluate the different quantitative techniques.

Learning Outcomes

Knowledge

On completing this module, the successful student will be able to Students gain deeper knowledge and understanding of:

- The quantitative approach of management and it's techniques. (1)
- The importance of using quantitative tools in management. (2)

Skills

Students will also be able to:

- Select the suitable mathematical model and/or quantitative technique to solve managerial problems. (3)
- Apply and evaluate different quantitative techniques. (4)
- Solve managerial problems through the analysis of numerical data and solve them using the appropriate models and /or techniques(5)
- Use computer applications to solve decision making problems. (6)

Syllabus

- The Quantitative Analysis Process
- Linear Programming: The Graphical Method and applications.
- Linear Programming: Solving the linear programming problems including more than two variables using computer
- Transportation and Assignment.
- Network Models (Shortest route, Minimal spanning tree and maximal flows)
- Queuing Theory and Waiting Line Models
- Computer Simulation
- Decision Analysis.

Learning, Teaching and Assessment Strategies

The module is taught using lectures and tutorial – to introduce students to core topics. Each lecture will begin with testing the knowledge of the students about what was last taken, interaction and open discussion around what was explained during that session is very essential to assure understanding of students. Students are required to participate in these discussions. In seminars, students discuss the problems that they faced in solving problem and emphasize their comments and their points of view. Learning is closely linked to assessment in a variety of ways. Written exams assess students' acquisition of factual knowledge; the written assignments will assess students' abilities to understand and apply their knowledge.

Assessment Scheme

Feedback is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- Individual Assignments – Selected case studies. (20%) [Outcomes:2, 4,5,6]
- Problem solving – To test the knowledge and gained skilled for every technique separately (20%) [Outcomes: 1,4,5]
- Midterm Exam – One hour and a half that consists of problems solving, essay questions, and a case study. (20%) [Outcomes: 1,3,4,5]
- Final Exam – Three hours exam that consists of problem solving and case study. (40%) [Outcomes:1,3,4,5]

Assessment Weighting

Course work	40%
Unseen Exams	60%

Learning Materials

Essential

David R. Anderson, Dennis J. Sweeny, Thomas A. Williams, and Kipp Martin (2007) An Introduction to Management Science: Quantitative Approaches to Decision Making. New Jersey: Thomson-Southwest publishing , 12th edition

Recommended

Stevenson, William J. (2007) Operations Management. 9th edition, Boston: McGraw Hill/Irwin

Module Code: MGT 320
Module Title: Production and Operations Management
Credit: 3
Module Leader: Dr. Heba Adel
Pre-requisite: MGT 310

Aims

This module aims to allow the students to differentiate between production and operations management. It also introduces the basic concepts, tools, and principles that are essential for the effective management of the various business operations. Finally it integrates the different managerial decisions to develop and implement operations strategies;

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate systematic understanding and detailed knowledge of:

- Key concepts in effective operations management; (1)
- How companies gain a competitive advantage through its operations function; (2)
- The interaction of the operations functions with the core functions in an organization (3)

Skills

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

- Apply the different models, methods, and techniques discussed to solve business problems (4)
- Identify and evaluate key factors that pertain to the decision making process to guide managers to the optimal solution to their problem;(5)
- Critically assess new trends in the field of operations management (6)
- Present a range of views on current operations management issues (7)

Syllabus

- Competitiveness and Productivity
- Forecasting
- Product and Service Design
- Capacity Planning for Product and Services
- Location Planning and Analysis
- Supply Chain Management

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of Operations Management to the students. Power point presentations, videos, and selected case studies are used to further enrich the students understanding of the operations function and its vital role inside the organization. Furthermore, real life examples are brought to the lectures to relate the theory of operations management to practice.

In addition to the lectures, regular seminars are devoted to problem solving, and discussion of case studies.

The assessment of this module includes a number of components that will test the knowledge and skills of the students. The students will be asked to solve problems that will be used to clarify the tools and techniques discussed during the lectures, write a report about pertinent topics in the field of Operations Management, and to sit for written exams.

Assessment Scheme

Feedback is provided to the students on their work during tutorials and office hours.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- Group Project – Students are expected to write a research paper of 3000 words discussing recent topics in the field of production and operations management. The paper should encompass both theory and practice. The students have to present their work to the rest of the class. (20%) [Outcomes: 2,3,6,7]
- Individual Assignments – Selected problems and case studies. (20%) [Outcomes: 4,5]
- Midterm Exam – One hour and a half that consists of problems solving, essay questions, and a case study. (20%) [Outcomes1,2,5]
- Final Exam – Three hours exam that consists of problem solving, essay questions, and a case study. (40%) [Outcomes: 1,2,4,5,6]

Assessment Weighting

Coursework: 40%

Examination: 60%

Learning Materials

Essential

Stevenson, William J., (2007) Operations Management, 9th edition, McGraw Hill/Irwin

Recommended

Heizer, Jay (2008) Principles of Operations Management, 7th edition, Prentice Hall

Nahmias, Stevenson, (2008), Production and Operations Analysis, 6th edition, McGraw Hill/Irwin

Additional Readings:

Articles from Academic Journals to be provided by the Instructor namely from:
International Journal of Operations and Production Management
International Journal of Advanced Manufacturing Technology
Integrated Manufacturing Systems

Module Code	MGT401
Module Title	Strategic Management
Credit	3
Module Leader	Dr. Ghada Aly
Pre-requisite	MGT 300, MGT 320, MKT 201

Aims:

This module aims to present an integrated view of strategic management and its impact on the firm's performance. It also explores and develops different levels of strategic alternatives in a given business environment using situation analysis techniques. Finally, it evaluates the firm's competitive position in the industry in which it operates

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate systematic understanding and detailed knowledge of:

- Concepts, approaches, analytical models used in describing the overall structure of the business environment; (1)
- Models used in assessing the competitive position of firms in an industry; (2)
- Frameworks used to assess an organization's competitive advantage and how it can be sustained; (3)

Skills

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

- Conduct an industry analysis to understand the competitive forces that influence the intensity of rivalry within an industry; (4)
- Apply the resource view of the firm to determine core and distinctive competencies; (5)
- Apply the strategic audit as a method of analyzing corporate functions and activities; (6)
- Generate, evaluate, and present strategic options by using SWOT analysis (7)
- Contribute to group work (8)

Syllabus

- Environmental Scanning
- Resources, competencies, and capabilities
- Developing strategic alternatives
- Organizing for implementation
- Evaluation and Control

Learning, Teaching and Assessment Strategies

Interactive formal lectures (3 hours) are used to introduce the students to key concepts, and models. The lectures focus on specific examples that are used to clarify the different topics in Strategic Management with emphasis placed on certain Egyptian industries and firms. The seminars are led by students in which they apply the different phases of the Strategic Management Process through real life examples. The students also debate the position of certain companies in a particular industry, and analyze situations which will be used to develop strategic alternatives. The students will make both formal and informal presentations of their work. There

will also be mini-cases that the students will discuss among themselves and with the tutor.

Assessment Scheme

Feedback is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Summative assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- A group project – Strategic Audit where the students apply all the tools and techniques that they have studied. The students have to present their work to the rest of the class. (40%) [Outcomes: 4,5,6,7,8]
- Midterm Exam – One hour and a half that consists of essay questions, application, and case study. (20%) [Outcomes: 1,2,5]
- Final Exam – Three hours exam that consists of essay questions, application, and case study. (40%) [Outcomes: 1,3,4,6,7]

Assessment Weighting

Coursework: 40%

Examination: 60%

Learning Materials

Essential

Wheelen, Thomas L. and J. David Hunger (2008), Strategic Management and Business Policy, 11th edition, Prentice Hall.

Recommended

Barney, Jay B. and William S. Hesterly, (2008), Competitive Advantage: Concepts and Cases, 2nd edition, Prentice Hall.

Dess, Gregory, et al (2008), Strategic Management: Text and Cases, 4th edition, McGraw Hill

Johnson, Gerry, et al (2008), Exploring Corporate Strategy: Texts and Cases, 8th edition, Prentice Hall

Thompson, Arthur A. Jr, et al (2008) Crafting and Executing Strategy: The Quest for Competitive Advantage- Concepts and Cases, 18th edition, McGraw Hill

Additional Readings:

Articles from Academic Journals to be provided by the Instructor namely from Business Strategy Series
Journal of Business Strategy

Module Code: MIS 374
Module Title: Accounting Information Systems (AIS)
Credit: 3
Module Leader: Dr. Mohamed Hamada
Pre-requisite: SYS 101, FAC 211

Aim

this module provides students with a basic understanding of AIS with emphasis on information use, documentation, data modeling, system development and internal control. It employs a conceptual framework to emphasise the professional and legal responsibility of accountants, auditors, and management for the design, operation and control of AIS applications.

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate understanding and detailed knowledge of:

- Conceptual foundations of accounting information systems (1)
- Control and audit of accounting information systems (2)
- Accounting information systems applications (3)

Skills

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

- Appreciate the use of accounting information systems in achieving organizational objectives (4)
- Develop skills in documenting systems (5)
- Examine systems analysis and design methodologies to understand the accountants' role in development of accounting information systems (6)
- Define computer-based controls, fraud, and auditing (7)

Syllabus

- Accounting Information Systems: An Overview
- Overview of Business Processes
- Systems Development and Documentation Techniques
- Computer Fraud and Abuse
- Control and Accounting Information Systems
- Auditing Computer-Based Information Systems
- The Revenue Cycle: Sales and Cash Collections
- The Expenditure Cycle: Purchasing and Cash Disbursements
- General Ledger and Reporting System
- Database Design Using the REA Data Model

Learning, Teaching and Assessment Strategies

Students are involved in a variety of learning experiences, including problem solving, critical thinking, case participation, oral classroom presentations and analysis of third-party systems software packages. The major themes throughout the course include oral and written communication, typical business documents and reports, and proper system documentation using flowcharts, data flow diagrams and REA modeling.

Assessment Scheme

Formative assessment is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Assessment consists of a project that is chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- Individual project. (40%) [Outcomes: 5,6,7]
- Midterm Exam – One hour and a half that consists of problems solving, essay questions, and a case study. (20%) [Outcomes: 1,2,4]
- Final Exam – Three hours exam that consists of problem solving, essay questions, and a case study. (40%) [Outcomes: 1,2,3,4,7]

Assessment Weighting

Coursework: 40%

Examination: 60%

Learning Materials

Essential

Romney, Marshall (2012) Accounting Information Systems, 12th edition, Pearson Higher Education

Recommended

Brunsdon, Terri (2009) Introduction to Microsoft Dynamics GP 10.0: Focus on Internal Controls, 2nd edition, Prentice Hall

Module Code	MKT201
Module Title	Principles of Marketing
Credit	3
Module Leader	Prof. El Sayed Nagy
Pre-requisite	Bus 102

Aims

This general course aims to provide students with the fundamentals of marketing, as a first step to pursue other advanced marketing courses. It is offered to all students in the faculty (not only marketing major students). It aims to introduce the students to the elements of marketing mix, studying their nature, most popular forms or practices that exist in the market. Students will be introduced to the role of customer and the importance of customer satisfaction. The module introduces the process of market segmentation, targeting, positioning and some patterns of consumer behaviour.

Learning Outcomes

Knowledge

On completing this module, the successful student will be able to:

- Understand the concepts, and principles of marketing in their different contexts.(1)
- Identify the elements of the marketing mix, and relate them to real life situations.(2)
- Recognize the importance of the micro and macro- environmental and its influences on the marketing function. (3)

Skills

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

- Conduct a simple practical marketing assignment constituting analyzing an existing small, local business and applying theoretical knowledge to its different marketing activities, and providing recommendations on improvement. (4)
- Relate the different mix elements together and the concepts of consumer buying behaviour. (5)
- Give an oral presentation. (6)

Syllabus

- Introduction to marketing: including basic marketing definitions and concepts, the development of marketing thinking supported by concept of "Customer" and customer relationship management, different types of customer groups, and methods of customer satisfaction including quality issues.
- Elements of the marketing mix including;
 - Product: differences between goods and services, in addition to classification of products and the product life cycle.
 - Price: different methods of pricing and matching them to other elements.

- Place : identification of different channels of distribution categories and channel member relationships
- Promotion: as part of integrated marketing communication systems (IMC) including different practices in advertising, public relations and sales promotion, personal selling and direct marketing.
- The marketing environment: influence of micro and macro forces on marketing functions
- Market segmentation, targeting and positioning.
- Introduction to consumer buying behaviour.

Learning, Teaching and Assessment Strategies

This course will be taught through lectures and class discussions. Prior reading of topics is encouraged, though not mandatory. Discussion during lectures involves ongoing pop questions, and requirement of feedback from students for instant and ongoing assessment of understanding (to assess outcomes 5,6). Students will be encouraged to reflect on subjects discussed and provide examples and personal experience relating to them. Case discussion will be in Seminars with teaching assistants, which allows personal expression and creativity -at the students' end- and prepares them for final project. Written tests will be delivered through the semester to test validity of learning outcome using a variety of questions as MCQs, T/F, or short essays. (to assess 1,2,3, and 5) A field work project will be assigned to students, concluded by a class presentation. (to assess 4 , 5, and6)

They will be required to visit and obtain information from a small or medium sized Egyptian organisation, and apply their academic knowledge on its actual practices. The main focus is on analyzing marketing mix elements. All project members are assessed individually on all aspects of the presentation to ensure their total involvement.

Assessment Scheme

Assessment takes a number of forms:

- Written tests are used to assess students understanding of core topics (15%) (to assess 1, 2 and 3)
- Project (to assess 4,5,6) 25%
- Unseen final exam of 3 hours (60%) will require students to answer questions (MCQ, essays and short notes) on core concepts and theoretical issues (to assess 1, 2,3 and 5)

Formative feedback is provided to the students on their work during the seminars on their project work.

Assessment Weighting

Course work	40%
Exams	60%

Learning Materials

Essential:

- Kotler, P., & Armstrong, G., (2008). *Principles of Marketing*, New Jersey: Pearson Prentice Hall.

Recommended:

- Pride, W., & Ferrell, O. (2007). *Marketing concepts and strategies*, Boston: Houghton Mifflin Company.
- Griffin, J. (2002). *Customer loyalty, how to earn it, how to keep it*. England: John Wiley & Sons.
- Journal of the Academy of Marketing Sciences

Module Code	MTH112
Module Title	Basic Mathematics for Social Sciences
Credit	3
Module Leader	Prof. Adel Hamdy
Pre-requisite	

Aims

This module aims to introduce students to the basic mathematical concepts needed to pursue careers in business; economics; management; finance and investment. It also aims to enable students to develop their mathematical skills needed to enhance their chances for understanding real world problems. More over it aims to help students to appreciate the importance of integrating mathematics and computers in both required and elective courses within their programs

Learning Outcomes

Knowledge

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

- Formulate systems of linear equations which describe real world problems. (1)
- Use matrix algebra to add/subtract and multiply matrices. (2)
- Solve systems of linear equations using matrices. (3)
- Identify and formulate a linear programming problem as well as solving it graphically in case of two variables. (4)
- Recognize the different types of financial mathematics problems and solve them to evaluate investment and borrowing decisions. (5)

Skills

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

- Apply matrix algebra in formulating and solving real world problems. (6)
- Demonstrate the ability of using mathematical computer tools to solve large scale problems. (7)
- Work in a team and present a professionally written report showing the results of solving a case study in a form of a mini project. (8)

Syllabus

- Formulating and solving systems of linear equations.
- Matrix Algebra: types of matrices; matrix operations; the determinant and the inverse of a matrix; solution of systems of linear equations using matrices; selected applications and the use of computer tools to solve larger scale problems.
- Linear programming: graphical solution; structure and formulation of linear programming applications.
- Mathematics of Finance: simple and compound interest; single payment computations; annuities: their future and their present values.

Learning, Teaching and Assessment Strategies

Formal interactive lectures led by the instructor are used to present the material essential to the proper understanding of the main topics of the module to the students. Practical examples as well as selected case studies are used to further enrich the students understanding of the basic mathematical concepts learned to try to relate the theory to the practice.

In addition to the lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to problem solving, and discussion of case studies. The assessment of this module includes a number of components that will test the knowledge and skills of the students. Written tests which may comprise true/false statements and problems to assess students' acquisition of factual knowledge; homework assignments will assess students' abilities to conduct the basic mathematical techniques learned along the course, a written report for a mini project case study which uses computer tools to solve large scale problems, and to sit for written exams.

Assessment Scheme

Formative assessment is provided to the students on their work during the tutorials and on their project work both during lecture time and office hours.

Assessment consists of a number of components that are chosen in order to ensure that the students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

- Homework Assignments- Selected problems. (10%) to assess (1, 2,3,4,5 and 6)
- A written report on using computer tools to solve a large scale case study. (5%) to assess (7 and 8)
- Written tests (15%) to assess (1, 2 and 3)
- Class participation and attendance (10%) to assess (6 and 7)
- Midterm Exam – One hour and a half that consists of definitions, true/ false statements and problem solving (20%) to assess (1, 2 and 3)
- Final Exam – Three hours exam that consists of true/ false statements and problem solving (40%) to assess (3, 4 and 5)

Assessment Weighting

Course work	40%
Exams	60%

Learning Materials

Essential:

Budnick, F. (1993). *Applied Mathematics for business, economics, and the social sciences*, New York: MCGRAW-HILL.

Recommended

Sullivan, M., & Mizrahi, A., (2004). *Mathematics, an applied approach*, New Jersey: John Wiley and Sons.

Module Code	SYS101 (MIS 101)
Module Title	Programming Concepts I
Credits	4
Module Leader	Dr. Mohamed Hamada
Pre-requisite	CS100

Aims

This module is designed to provide the students with the conceptual foundation for the logical structures necessary to develop business-related computer software programs. Topics include input/output operations, variables, functions, conditional structures, looping, arrays, and computer program development

Learning outcomes

Knowledge

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

- Define and understand the programming process (1)
- Explain the concepts of structured program design. (2)
- Describe formal methods to represent and solve problems (flow charts and pseudo code). (3)
- Understand modules and hierarchy charts by implementing simple programs and arrays.(4)

Skills

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

- Develop a solution for a given problem using formal methods (5)
- Use electronic spreadsheets to handle business data (6)
- Perform financial and statistical analysis (7)
- Write simple code (8)

Syllabus

- An overview of computers and logic.
 - Understanding the Data Hierarchy
 - Using Flowchart Symbols and Pseudo code Statements
 - Using and Naming Variables
 - Ending a Program by Using Sentinel Values
 - Assigning Values to Variables
 - Understanding Data Types
 - Understanding the programming process
- Understanding the three basic structures (Sequence, selection, loop).
 - Understanding Unstructured Spaghetti Code
 - Using the Priming Read
 - Understanding the Reasons for Structure
 - Introducing the **while**, **endwhile** loop
- Making Decisions
 - Examples of expressions using:
 - Relational Comparison Operators (>, <, <=, >=, !=, =)
 - Logic Operators (AND, OR)

- Looping
 - Understanding the Advantages of Looping
 - Using a while Loop with a Loop Control Variable
 - Using a Counter to Control Looping
 - Looping with a Variable Sentinel Value
 - Avoiding Common Loop Mistakes
 - Recognizing the Characteristics Shared by All Loops
 - Using a Loop to Accumulate Totals
- Modules, Hierarchy Charts, and Documentation
 - Describe the advantages of modularization
 - Modularize a program
 - Understand how a module can call another module
 - Explain how to declare variables
- Arrays
 - Understand how arrays are used
 - Understand how arrays occupy computer memory
 - Manipulate an array to replace nested decisions
 - Declare and initialize an array
 - Declare and initialize constant arrays
 - Load array values from a file
 - Search an array for an exact match
 - Use parallel arrays

Learning, Teaching and Assessment Strategy

Weekly lectures introduce the basic ideas of the module topics and tutorials are used to discuss the solution of the homework assignments (formative assessment). Weekly computer lab are used to enable the students to practice advanced applications of spreadsheets on business problems, and simple programming language such as Basic language.

Assessment Scheme

- Class participation and attendance (5 %) [Outcomes:1,2,3]
- Lab results (20%) [Outcomes:3,4,5,6,7,8]
- Tests (15%) [Outcomes:1,2,3,4]
- Two unseen exams (a mid-term exam of 90 minutes – 20% and a final exam of 180 minutes – 40%) that include several questions to assess the student knowledge and understanding [Outcomes:1,2,3,4]

Assessment Weighting

Coursework	40 %
Unseen exams	60%

Learning materials

Essential

Thomson, Joyce Farrell (2008) Programming logic and design 5th edition

Recommended:

Dickson, Elizabeth A. (1995) Computer Program Design. McGraw-Hill/Irwin.

Saret, Laura (2000) Programming logic for business. 4th edition.

Microsoft Excel book by Microsoft press.

Software requirements

- Microsoft office and Q_ basic interpreter.