



Faculty of Management Sciences

Marketing and International Business 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	BUS 401
Module title	Business and Government Relations
Credit	3
Module leader	Dr. Zeinab Zaazou
Pre-requisite	Bus102, BUS 201, MGT 200

Aims

This module aims to enable the students to understand the theory and practice of business and government relations management. It also provides students with an solid knowledge on the interdependence between business and government, and to identify how their respective actions are shaped by the broader context of both the domestic and international environments and changes from a traditional model of public administration to new public sector management, with emphasis on the changing role and pattern of public sector management in developing countries.

Learning Outcomes

Knowledge

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

- Compare and contrast public administration and business administration as fields of practice (1)
- Offer some preliminary observations on the character of the New Public Management (NPM) (2)

Skills

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

- Analyze selected business and government relations topics (3)
- Assess the privatization program in the Egyptian society (4)
- Critically review the role of the Egyptian government and its impact on society (5)
- Contribute to group work (6)

Syllabus

- Public Administration: To Serve and Protect.
- The Political Dynamics of Bureaucracy.
- Business Regulation by Government.
- Public/Private Administrative Relationships.
- Planning and Decision Making in Public Agencies.
- Administrative Decision Making.
- Human Resources in Government.
- Corporate Governance.
- Public Accountability and Ethics.

Learning, Teaching and Assessment Strategy

The teaching techniques include structured lectures, informal discussion, group exercises, and individual exercises. Most of the techniques will attempt to engage student as an active, thinking participant in class, not a passive recipient of information. Part of class discussion will attempt to discovering inherent theories of management and to contrasting them with traditional and contemporary theories of public management

Assessment Scheme

- Group Project – Students are expected to write a group research project (40%). [Outcomes:3,4,5,6]
- Case studies (formative assessment) [Outcomes:3,4]
- Midterm Exam – One hour and a half that consists of essay questions, application, and case study. (20%) Final Exam – Three hours exam that consists of essay questions, application, and case study. (40%) [Outcomes:1,2,3,4,5]

Assessment Weighting

Coursework: 40%
Examination: 60%

Learning Materials

Essential:

- William, J., 7th edition (2014). *Public administration: policy, politics and practice*, New Jersey: McGraw Hill

Recommended

Useful Websites:

- www.findlaw.com
- www.austlii.edu.au
- www.indlaw.com
- www.msaguide.8m.net

Journals:

- Public Administration and Development (UK)
- Australian Journal of Public Administration (Australia)
- Governance (USA)
- International Review of Administrative Sciences (Belgium)
- Public Administration (UK)
- Public Administration Review (USA)

Module Code	BUS 410
Module Title	International Business
Credit	3
Module Leader	Dr. Ola Emara
Pre-requisite	MKT 201

Aims

This module aims to enhance students' evaluations of strategies and organization structures that firms adopt to compete efficiently on the international level. Therefore, students will attain a deep comprehension of differences between nations in political economy and culture. Moreover, students will gain theoretical background in international trade theory, foreign direct investment, and the monetary frame work in the which international business transactions are conducted.

Learning Outcomes

Knowledge

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

- Evaluate the internationalization process, to gain knowledge on globalization and main strategies of international business. (1)
- Analyze the impact of economic, cultural, political and legal environments on international business. (2)
- Understand and propose strategies and structure of international business. (3)
- Determine firm's national business operations and how to develop international business operations. (4)

Skills

Students will also be able to:

- Assess the processes of international business negotiations. (5)
- Analyze cases related to international business. (6)
- Write a report and present their findings. (7)

Syllabus

- Globalization.
- National differences in political Economy.
- International trade theory.
- Foreign direct investment.
- The political economy of foreign direct investment.
- The international monetary system.
- The strategy of international business.
- Entry strategy and strategic alliances, and business operations.
- The process of exporting, importing, logistics, global production, outsourcing, and global human resource management

Learning, Teaching and Assessment Strategies

Students will individually analyse international cases and submit a report with an analysis on the key issues. Each student will present and comment on articles of his/her choice, during the semester; these articles must be related to international business issues.

3 hours weekly lectures including informal discussion, in attempt to familiarize the students with the international Business concepts and theories. Students' articles presentations will enhance and enrich discussions.

One and half hour weekly seminar will be used by tutors to discuss additional cases and questions.

Assessment Scheme

Assessment takes a number of forms:

- Case studies done individually (40%) to assess (4,6 and 7)
- Midterm Exam (20%) and Final Exam (40%) to assess (1,2 and 3)

Assessment Weighting

Coursework:	40%
Exam:	60%

Learning Materials

Essential:

- Daniels, J. & Radebaugh 9th global edition (2013). International Business Environments and Operations, 13th edition, New Jersey: Pearson Education Prentice Hall.

Recommended

- Journal of International Business

Module Code	BUS 412
Module Title	Entrepreneurship and Small Businesses Management
Credit	3
Module Leader	Dr. Zainab Zaazou
Pre-requisite	MGT200, FAC210, MKT201

Aims

This course aims to describe the characteristics of entrepreneurship & small business, and the importance of diversity in the marketplace and the workplace. It also aims to articulate the differences between the small business manager and the entrepreneur and between the main forms of ownership and franchising. Moreover, it aims to identify the components of a business plan. Furthermore, it aims to evaluate potential start-ups and suggest sources of business ideas, uses of financial records to a small business, sources of funding, laws and regulations that affect small business, and explain the process of developing a small business marketing strategy

Learning outcomes

Knowledge

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

- Distinguish between entrepreneurship and small business and recognize some of the opportunities available to small businesses. (1)
- Explain the purpose and importance and steps of the business plan. (2)
- Articulate the difference between product –distribution franchises and business-format franchises. (3)

Skills

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

- Assess feasibility of a business venture. (4)
- Develop skills required by an entrepreneur, calculate how much inventory you need and when to re order. (5)
- Perform a simple business plan pinpointing the accounting records needed for a small business, financing needs of your business and where to look for sources of funding. (6)

Syllabus

- Small Business: An overview
- Understanding the risks of small business ownership
- Planning in small business and social responsibility
- Small business management, entrepreneurship, and ownership
- Forms of business organizations
- Franchising
- Financial and legal management: an overview
- Starting new business and start-up process
- Small business finance
- The legal environment
- Marketing the product or service
- Human resources 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 Entrepreneurship & Small Business Management. PowerPoint presentation and selected case studies are used to further enrich the students' understanding of the entrepreneurship function and its vital role. Furthermore, real life examples are brought to the lectures to relate the theoretical framework to the practice. In addition to lectures, regular tutorials are devoted to generating ideas, brainstorming, problem solving and discussion of case studies, and giving feed back to students about their projects.

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.

- Individual Project (40%) to assess gained knowledge and creative thinking (2 and 6)
The paper should encompass both theory and practice.
- Midterm Exam (20%) Final exam (40%) to assess information delivered through the course (1, 2, 3, 4 and 5)

Assessments weighting

Coursework	40 %
Exam	60%

Learning Materials

Essential

- Norman, M. 7th edition (2013). *Essentials of Entrepreneurship & Small Business Management*. Pearson.

Recommended

- Journal of Small Business Management.

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:

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

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	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	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 301
Module title:	Organizational Behaviour
Credit:	3
Module leader:	Dr. Ola Emara
Pre-requisite	MGT 300

Aims:

This module aims to demonstrate the importance of monitoring employees' behaviours and attitudes in an organizational setting, and how employees' satisfaction or dissatisfaction with their jobs impacts an organization's performance and productivity. The module also aims to provide students with understanding of the importance of OB, as it demonstrates how the application of this study can lead to enhance individual and organizational performance.

Learning Outcomes

Knowledge:

After completing this module, the successful student will demonstrate understanding and will be able to acknowledge:

- The determinants of job satisfaction and motivation at work (1)
- The role of group dynamics and leadership in the workplace (2)
- An overview of how performance can be assessed and rewards managed in organizations and to place this in a societal context (3)
- The importance of culture in organizations and the change process (4)
- The importance of continuous development for people and organizations (5)

Skills:

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

- Develop both interpersonal and communication skills (6)
- Analyze situations and problems that can arise in the areas of motivation and leadership in organizations and find possible solutions (7)
- Develop the ability to work in groups (8)
- Apply personality models to analyze different personality types and recommend corresponding jobs (9)

Syllabus

- Foundations of individual behaviour.
- Attitudes and job satisfaction.
- Personality and values.
- Perception and individual decision making.
- Applying motivation concepts.
- Communication within organizations.
- Contemporary issues in leadership.
- Organizational culture.

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. Tutorial will be used to enable students to apply OB concepts to practical 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. Videos are played in class for students to be exposed to real world cases related to the topics explained in class.

Assessment Scheme

- Group research project (25%). [Outcomes:6,7,8,9]
- Case studies (15%).[Outcomes:1,3,4,5 6,7]
- Midterm Exam – One hour and a half that consists of essay questions, and case study. (20%) [Outcomes:1,2,3,5,6]
- Final Exam – Three hours exam that consists of essay questions, application, and case study. (40%) [Outcomes:3,5,7]

Assessment Weighting

Coursework: 40%

Examination: 60%

Learning Material:

Essential

Robbins, Stephen P. Judge, and A. Timothy (2007) Organizational Behavior, 12th Edition, New Jersey: Prentice Hall,

Recommended

Journal of Business Strategy

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 381
Module Title	E-Commerce and E-Marketing
Credits	3
Module Leader	Dr. Karim Hamza
Pre-requisite	MKT 201, MIS 271

Aims

This module introduces the fast growing subject of electronic commerce. The course covers definitions, and techniques of going online and doing electronic business over the Internet. This includes Business-to-Business (B2B) and Business-to-Consumer (B2C) models, online payment, Internet marketing strategy, online marketing mix, interactive marketing communication and online customer relationship marketing. Issues like web hosting, browsing, and security, are also discussed

Learning Outcomes

Knowledge

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

- Define e-commerce and describe how it differs from e-business (1)
- Identify the key technology concepts behind the Internet (2)
- Identify the key components of e-commerce business models (3)
- Apply the elements of the marketing mix in an online context (4)

Skills

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

- Propose a strategy for a company's web presence (5)
- Design and develop interactive websites using Adobe Dream weaver (6)
- Use Adobe Flash in developing interactivities and promotional banners (7)
- Manage the hosting of a developed website on the Internet (8)
- Contribute effectively to team work (9)

Syllabus

- E-Commerce: the revolution is just beginning
- The Internet and World Wide Web: e-commerce infrastructure
- E-Commerce business models and concepts
- Internet marketing strategy
- The Internet and the marketing mix
- Interactive marketing communication

Learning, Teaching and Assessment Strategy

Weekly lectures are used to introduce the basic topics of the module. The student will be assigned a specific subject to investigate in depth and prepare a presentation that may be discussed in class which will be assessed formatively.

Weekly computer laboratory during which the students will learn HTML, build web pages, learn Adobe Dream weaver to build web sites and apply Internet marketing requirements in the site.

The student will work as a member of project team to apply the concepts learned in the course to a real 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:

- Weekly lab work (20%) [Outcomes: 6,7 8]
- Project defence to assess (20%) [Outcomes: 4,5,6,7,8]
- 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 1,2,3,4,5]

Assessment Weighting

Coursework	40 %
Unseen examination	60 %

Learning materials

Essential

Laudon, Kenneth C, and Carol G Traver (2008) E-Commerce: Business, Technology, Society, 4th edition, Prentice Hall

Recommended

Sampson, G (2008) Electronic Business. 1st edition, British Computer Society

Chaffey, D, and PR Smith (2008) eMarketing eXcellence: Planning and Optimising Your Digital Marketing. 3rd edition, Butterworth-Heinemann

Module Code	MKT 201
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	MKT 202
Module Title	Marketing Analysis & Planning
Credit	3
Module Leader	Prof. El Sayed Nagy
Pre-requisite	MKT201

Aims

This module is offered only to the marketing major students. The course aims to:

- increase the students' knowledge about elements of the marketing mix by giving them a deeper understanding of each.
- introduce them to basic marketing strategies. It aims to teach students how to formulate a marketing plan analyzing the current market environment situation, conducting SWOT analysis, establishing marketing objectives, preparing a marketing mix program, and finally outlining the controlling system to monitor the marketing plan progress.

Learning outcomes

Knowledge

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

- Identify the steps of preparing a marketing plan. (1)
- Understand the various techniques used in segmenting the market , selecting the target market(s) and positioning products/services. (2)
- Understand companywide basic marketing planning (3)
- Explain the product life cycle stages and the corresponding marketing strategy for each stage. (4)

Skills

This module will call for the successful student to demonstrate:

- Work in team. (project) (5)
- Verbal and/or other presentation skills (project) (6)
- Formulating a marketing plan. (7)

Syllabus

- Partnering to build customer relationships.
- Creating values for target customers.
- Creating Competitive advantages.
- New product development and product life cycle strategies.
- Pricing Strategies.
- Integrated Marketing communication strategies.
- Building direct marketing relationships.

Learning, Teaching and Assessment Strategies

Teaching, active learning, and a group project are incorporated with scheduled feedback and assessment to facilitate student achievement of the learning outcomes identified for this module.

Lectures will focus on elements and application of marketing mix strategies and the steps of marketing plan. Invite student questions, debates, and discussions around topics arising from the syllabus.

Seminars will be used by tutors to advise and guide student groups on developing their marketing plan report and presentation, also provide means for feedback on project and assessed work.

Group project will consist of marketing plan steps and a final report. Students will receive timely feedback allowing development and improvement of subsequent submissions.

Students will be assessed by group project and individual presentation, class participation and attendance, and unseen midterm and final exams.

Assessment Scheme

Assessment takes a number of forms:

- Developing and presenting a marketing plan. (20%) (5, 6, and 7)
- Written Test (10%) to assess (2, 3, and 4)
- Attendance, participation and case analysis (10%)
- 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, and essays) on core concepts and theoretical issues (to assess 2, 3,4, and 5)

Assessment Weighting

Coursework	40%
Exam	60%

Learning materials

Essential

- Kotler, P., & Armstrong, G., 7th edition (2008). *Principles of marketing*, New Jersey: Pearson Prentice Hall.
- Wood, M., (2008). *Marketing Plan Handbook*, New Jersey: Prentice Hall.

Recommended

Journal of marketing Research.

Module Code	MKT 301
Module Title	Marketing Research
Credit	3
Module Leader	Dr. Rasha El Naggar
Pre-requisite	MKT201

Aims

This course aims to provide a broad overview of marketing research from a theoretical and applied perspective and how to conduct a research project. It will help students to get acquainted with the marketing research process, thus enabling them to make sound marketing decisions concerning marketing problems, marketing mix, and new opportunities.

Learning outcomes

Knowledge

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

- Understand the steps of the marketing research process. (1)
- Identify marketing issues (problems and opportunities) and develop appropriate marketing research objectives to address these issues. (2)
- Distinguish between exploratory, descriptive and causal research; primary versus secondary data; qualitative versus quantitative research. (3)
- Recommend the appropriate research methods based on the nature of the marketing issue and the research objectives. (4)

Skills

This course supports the students' ability to:

- Develop the research objective and hypotheses. (5)
- Design appropriate questionnaires as a method for data collection. (6)
- Analyze results using the appropriate techniques. (7)
- Write a report on findings and recommendation. (8)
- Work co-operatively and effectively in a team. (9)

Syllabus

- Introduction to Marketing Research.
- Defining the problem and developing an approach.
- Research design.
- Measurements and scaling.
- Questionnaire and form design.
- Sampling design.
- Fieldwork.
- Data tabulation and analysis.
- Report preparation and presentation.

Learning, Teaching and Assessment Strategies

Since the purpose of the marketing research course is to familiarize student with the techniques by which data are collected, analyzed and made available for decision-making used by marketing managers, one of the best ways to appreciate the research process is that students conduct a group term project of the steps involved in the marketing research. As the semester progresses, various components of the report are given to the tutor for evaluation. At the end of the semester, all of the sections are integrated into one final report. The main purpose of the marketing research paper is to enable students to learn how to plan marketing research project. The students will be assessed based on the content and the completion of each step of the marketing research process. Thus, students are assessed in the research project (application) and in exams (theoretical) on the development of an approach design, research design, data collection methods, sampling techniques and fieldwork. Students' ability to analyze results and develop actionable recommendations are assessed through projects reports and in class presentations.

Assessment Scheme

Assessment takes a number of forms:

- Written report on the application of a real life marketing research problem (40%) to assess (4,5, 6,7,8,9)
- A mid-term exam (20%) and final exam (40%) to assess (1,2,3,4)

Assessment weighting

Coursework	40%
Exams	60%

Learning materials

Essential:

- Malhorta, N. Arab world edition (2013). *Marketing research; An Applied Orientation*. New York: Pearson International.
- Proctor, T., (2005). *Essentials of marketing research*. New York: Prentice Hall.

Recommended:

- Journal of Marketing Research.
- Journal of Consumer Research.

Module Code	MKT 302
Module Title	Buyer Behaviour
Credit	3
Module Leader	Dr. Yasser Tawfik
Pre-requisite	MKT 202

Aims

This course aims to illustrate consumer behavior concepts and understand its role in marketing strategy, and to provide students with an understanding of external and internal influences on the consumer behavior in the market and how marketers should adapt their communication strategies to fit with the different responses and reactions of consumers. Furthermore, the course also aims to provide the students with a general understanding of organizational buying behavior.

Learning Outcomes

Knowledge

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

- Understand the role of consumer behavior in marketing strategies. (1)
- Differentiate between the effects of external and internal influences on consumer behavior. (2)
- Apply marketing strategies and tactics to affect the consumers purchasing decision process. (3)
- Identify the characteristics of organizational buyer behavior. (4)

Skills

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

- Conduct a study on consumer buying behavior with a specific product. (5)
- Analyze the effect of the external and internal influences on consumers behaviour regarding Egyptian products. (6)
- Criticize the marketing strategies' effects on the success or failure of products from the consumers' point of view. (7)

Syllabus

- Introduction to consumer behavior and its role in marketing strategies.
- External influences on consumer behavior (Culture variations, subcultures, Families and households, group influence on consumer decisions).
- Internal influences on consumer behavior (Perception, motivation, Attitudes, Personal values).
- Decision-making process by consumers.
- Organizational buyer behavior.

Learning, Teaching and Assessment Strategies

The module is taught using power point presentations in lectures enriched with the text book's examples and instructor's manual advertisements to encourage in class discussions. Students are expected to carry out and present a consumer behavior audit towards a product or service of their choice, which is submitted in stages. In this project, the students are expected to tackle the situation analysis, market segmentation, and marketing strategies with an emphasis on internal and external influence. The grade is based according to the thoroughness of each step. Furthermore, the students are asked to select and read articles about international or Egyptian products and relate them to the main concepts of the consumer behavior, and feedback is given to the students. However, it is a formative feedback.

Assessment scheme

Assessment takes a number of forms:

- A research on a consumer buying behavior of a product (40%) to assess (3,5, 6 and 7)
- A mid-term exam (20%) and final exam (40%) to assess (1 to 4)

Assessment weighting

Coursework:	40%
Exams:	60%

Learning Materials

Essential:

- Mothersbaugh David L., Hawkins Delbert I., Roger J. Best . 12th edition (2014) . *Consumer behavior, building marketing strategy*. New York:Irwin Professional .
- Solomon, Michael R. (2003).*Consumer behavior: buying, having, and being*. New York: Prentice Hall.

Recommended:

- Peter J. (2007). Madison and Jerry C.Olson, Consumer behavior.
- Journal of Consumer Research.

Module Code	MKT 305
Module Title	Integrated Marketing Communication
Credit	3
Module Leader	Prof. El Sayed Nagy
Pre-requisite	MKT 202

Aims

This module aims to provide students with a thorough understanding of the IMC concept and its component parts (advertising, direct marketing, sales promotion, public relations, personal selling and other new forms of communication). Students will understand the communication process and strategies available to organizations to reach targeted audiences. Utilize the different IMC elements and various communication functions to propose effective communication strategies and programs. Accordingly, the module enables students to effectively evaluate marketing communication programs.

Learning outcomes

Knowledge

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

- Demonstrate clear understanding of the IMC concept and its component parts in relation with current dynamic business world. (1)
- Identify the various theories and models of the communication process and its application in real-life situations. (2)
- Identify and choose communication tools needed for different strategies. (3)

Skills

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

- Work co-operatively and effectively in a team environment. (4)
- Demonstrate research and report writing ability and presentation skills. (5)
- Develop an integrated marketing communication program; creative strategy, planning and development, implementation and evaluation. (6)
- Present a creative strategy, showing the planning, implantation and evaluation stages. (7)

Syllabus

- IMC concept.
- Role of IMC in marketing.
- The IMC tools.
- The role of communication organizations.
- Planning, development, and implementation of creative strategies.
- Evaluation of integrated marketing programs.

Learning, Teaching and Assessment Strategy

Teaching/learning approaches are integrated with assessment arrangements to facilitate student achievement of the learning outcomes identified for this module. Lectures will introduce the key concepts of IMC and communication functions to students and will relate these to relevant current marketing situations, inviting students' questions and debate. Students' ability in planning and developing simple integrated marketing program will be assessed in a group project in which students will apply the integrated marketing communications model to an existing organization. Additionally, students will receive marks on oral presentations. Exams evaluate students' understanding of the different factors involved in integrated marketing and require them to analyse and evaluate issues arising from real life campaigns.

Seminars will be used by tutors to advise student groups on developing their group project presentation, a framework of the case analysis, and also provide a focus for discussion around topics arising from the syllabus and from lectures.

Assessment Scheme

Assessment takes a number of forms:

- A project and class presentation of a real life integrated marketing communication program (40%) to assess (4, 5 and 6)
- A mid-term exam (20%) and a final exam (40%) to assess (1, 2 and 3)

Assessment weighting

Coursework	40%
Exams	60%

Learning materials

Essential:

- Belch, G. & Belch, M. Global edition 9th edition (2012). *Advertising and promotion An integrated marketing communication perspective*. New York: McGraw-HILL.
- Shimp, T., (2007). *Advertising, promotion and other aspects of integrated marketing communication*. P. Thomson.

Recommended:

- Journal of Marketing Research.

Module Code	MKT 306
Module Title	Managing Distribution Channels
Credit	3
Module Leader	Dr. Heba Samir
Pre-requisite	MKT 201

Aims

This module aims to acquaint the students with what marketing channels are, types of channel intermediaries and their importance and how to design a marketing channels business plan. It also aims to elaborate on the importance of relationships, and cooperation in distribution channels with special emphasis on the nature of channel conflict and power and to pinpoint potential channels threats and opportunities.

Learning outcomes

Knowledge

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

- Discuss the elements of a channel - retailing, wholesaling, and physical distribution management and identify the role of each kind of intermediaries. (1)
- Explains the purpose and importance of the distribution plan. (2)
- Articulate the difference between methods of distribution to organizations and consumers. (3)
- Understand the relationships among the various firms comprising channels, and among the agents acting within the channels.(4)

Skills

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

- Evaluate the effectiveness of the various distribution channels. (5)
- Suggest recommendations for improvements on channels of distribution. (6)

Syllabus

- Channels concepts.
- The intensity of market coverage.
- Channel participants, intermediaries, etc.
- Channel design.
- Electronic channels.
- Dealers, distributors and criteria to qualify dealer/distributors.
- Dealerships and operating problems of dealerships.
- Channel conflicts and managing conflicts.
- Physical distribution (logistics).
- Distribution Channels: policies and strategies.

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 Distribution Channels Management to the students. PowerPoint presentation and selected case studies are used to further enrich the students understanding of the distribution function and its vital role inside the organization. Real life examples are brought to the lectures to try to relate the theoretical framework to the practice. In addition to lectures, regular tutorials are also held under the supervision of the tutor. Those tutorials are devoted to generating ideas, brainstorming, problem solving and discussion of case studies.

Assessment scheme

Formative 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 Project (40%) to assess (5 and 6)
Students are expected to write a project discussing recent topics or ideas in the field distribution channels management. The paper should encompass both theory and practice. The student has to present his / her project to the rest of the class.
- Individual Assignments (formative assessment) to assess (5) based on selected case studies and problems.
- Midterm Exam (20%) to assess (1, 2 and 6)
- Final exam (40%) to assess (1, 2, 3, 4 and 5)

Assessment Weighting

Coursework	40%
Exam	60%

Learning Materials

Essential:

- Frazier, G., 7th edition (2006). *Organizing and managing channels of distribution*, New York: Springer Netherlands.

Recommended::

- Journal of Retailing.

Module Code	MKT 401
Module Title	International Marketing
Credit	3
Module Leader	Prof. El Sayed Nagy
Pre-requisite	MKT 201

Aims

This module aims to develop students' knowledge of the international marketing environment, present various concepts and tools for analyzing international marketing strategies and evaluate the global marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). The module focuses on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning about both theory and practice, the student will obtain a good conceptual understanding of the field of international marketing.

Learning Outcomes

Knowledge

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

- Understand related concepts and issues in international marketing activities.(1)
- Explain global promotion, pricing strategies, distribution systems and marketing strategies. (2)
- Analyze the global environment and cultural impacts on business and the Impact of economic integration and cooperative agreements in international marketing. (3)
- Explore how the global marketing strategies impact brand strategy. (4)

Skills

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

- Develop a marketing mix for international markets. (5)
- Evaluate the impact of global marketing strategies on brand management.(6)
- Develop written, analytical and presentation skills. (7)

Syllabus

- The scope and challenge of international marketing
- Cultural dynamics in assessing global markets
- The International , political and legal environment
- Researching Global Markets
- Developing Global Marketing Strategies
- International Distribution Systems

Learning, Teaching and Assessment Strategies

The module is taught using Lectures supported with practical examples. Moreover, international examples of products will be discussed in class to help students understand the dynamics of the global market. Students are encouraged to carry out independent and guided study on a regular basis.

Students are asked to prepare an individual project applying learned topics and are regularly provided with feedback on work in progress.

Formative 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 students demonstrate their understanding of the concepts and techniques discussed in the lectures and tutorials.

Assessment Scheme

Assessment takes a number of forms:

- Individual research essay (40%) (to assess 3,5, 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 on core concepts and theoretical issues (to assess 1, 2, 4,5, and 6)

Assessment Weighting

Course work:	40%
Exam:	60%

Learning Materials

Essential:

- Cateora, P. 7th edition (2011). *International marketing*, Chicago: McGraw-Hill.

Recommended:

- Kotler, P., & Armstrong, G. (2008). *Principles of marketing*, New Jersey: Prentice Hall.
- 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 Inc.
- Journal of Marketing
- Journal of the Academy of Marketing Sciences.

Module Code	MKT 402
Module Title	Advertising and Media Campaign
Credit	3
Module Leader	Dr. Omnya Zaazou
Pre-requisite	MKT 305

Aims

This course aims to demonstrate and familiarize the students with the steps of an advertising campaign, providing the students with employable practical skills that can be very useful in their future careers. This course also aims to differentiate between advertising and other IMC tools and tackle the importance of advertising on branding.

Learning outcomes

Knowledge

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

- Differentiate between advertising and public relation. (1)
- Determine the effects of advertising on branding. (2)
- Describe the stages of developing an advertising campaign. (3)

Skills

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

- Design and present an advertising campaign. (4)
- Evaluate existing advertising campaigns. (5)
- Build group work . (6)

Syllabus

- Advertising and its effects' on branding.
- The branding concept including the brand equity and brand image.
- Media plan strategies.
- Planning, Control and evaluation of the advertising campaign.

Learning, Teaching and Assessment Strategy

This module will be taught using power point presentations in the lectures. The students will be provided with videos showing them the different ads for discussion and evaluation. Then, they will practice doing the advertising campaign during the semester. Finally, they will conduct an advertising campaign and present it at the end of the term, where they will be assessed by a panel including an external visitor.

Assessment scheme

Assessment takes a number of forms:

- Project (50%) to assess (4, 5 and 6).
- Unseen Examination (50%) to assess (1 to 6).

Assessment weighting

Coursework	50%
Exam	50%

Learning materials

Essential:

- Parante, D., 4th edition (2006). *Advertising campaign strategy: A guide to marketing communication plans*. South-Western College Pub

Recommended:

- Journal of Marketing Research

Useful Websites:

- www.library.csu Hayward.edu/staff/faust.htm
- <http://marketing.kub.nl/journal1.htm>
- <http://www.interspecs.com/marketinglinks.html>

Module Code	MKT 403
Module Title	Sales Management
Credit	3
Module Leader	Dr. Eman Ismail
Pre-requisite	MKT201

Aims

This course aims to emphasize the vital role that field sales work has in our organisations, economy, society, and culture. It describes the sales force functions and required skills. It stresses and examines the sales manager's unique and difficult responsibilities in terms of managing and motivating sales force, along with the decision-making methods and tools employed in the effective management of the sales force as part of the firm's promotional and distribution strategy. It also aims to demonstrate ethical practices in sales management.

Learning Outcomes

Knowledge

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

- Explain the role of sales management functions within an organization. (1)
- Differentiate between different types of sales roles, along with work ethics. (2)
- Ethically evaluate practices in sales management. (3)

Skills

This module will call for the successful student to:

- Apply professional selling skills (Role playing). (4)
- Evaluate professional sales articles. (5)
- Demonstrate the application of concepts of sales management with real life practice. (6)
- Presentation skills.

Syllabus

- Introduction to Sales Management concepts and steps of selling process.
- Different Strategies for Selecting, Staffing and training Sales people.
- Motivating, compensating and directing Sales force.
- Planning Sales Territories.
- Ethical Responsibilities of Sales Force.
- The use of Technology in Sales Management.
- Culture and Sales Management.

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. The field work project will be used to evaluate research abilities and analysis on application on one of the local or multinational organizations in Egypt. Role plays take place where students are asked to play the sales person role for selling a product to a customer. (Formative assessment)

Seminars will be used by tutors to advise and assist student on developing their project report and presentation, including feedback on assessed work.

Assessment Scheme

Assessment takes a number of forms:

- Individual project and presentation (40%) to assess (5 and 6)
- Role playing to acquire professional selling skills, to assess (4) (formative assessment)
- Mid-Term Exam (20%) and final Exam (40%) to assess (1, 2, 3 and 5)

Assessment Weighting

Coursework	40%
Exams	60 %

Learning Materials

Essential:

- Spiro, R., & Stanton W. & Rich, G. 12th edition (2008).
Management of a sales force, New York: McGraw Hill.

Recommended:

- Journal of Personal Selling and Sales Management.

Module Code	MKT 404
Module Title	Marketing Management
Credit	3
Module Leader	Dr. Yasser Tawfik
Pre-requisite	MKT 202.

Aims

In this module, students will develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The module aims to provide the students with the skills necessary for marketing decision-making through illustrating how various decision-making tools apply to actual business situations.

Learning outcomes

Knowledge

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

- Describe customer value, satisfaction, loyalty, and equity. (1)
- Discuss branding and design brand positioning strategy in the context of competition. (2)
- Describe how a company manages its product/service mix to build brand equity (3)
- Differentiate between services and tangible products in strategic marketing management issues. (4)

Skills

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

- Analyze cases and develop solutions for marketing problems. (case analysis and essay) (5)
- Create, measure, and manage customer value, loyalty, and satisfaction. (assessed in exams) (6)
- Formulate brand names and craft brand positioning.(7)

Syllabus

- Creating, measuring and managing customer value, satisfaction, loyalty, brand equity, and brand positioning
- Designing and managing services
- Introducing new market offerings
- Managing a holistic marketing organization
- Measuring marketing plan productivity.

Learning, Teaching and Assessment Strategy

Teaching and active learning approaches are integrated with a case analysis to assess student achievement of the learning outcomes identified for this module. Lectures will introduce the challenges of marketing management, allowing students to discuss, analyse, and synthesis practical solutions for marketing challenges. The individual case analysis will subject students to professional world and will enhance student's analytical skills and creativity in problem solving.

Seminars will be used to guide students in their case analysis, provide means for individual student discussion, give feedback on assessed work, and provide exercises to apply the discussed concepts.

Individual student grades for the module will be determined by class participation, case analysis, midterm and final exams.

Assessment scheme

Assessment takes a number of forms:

- Case analysis (40%) to assess (5)
- Midterm exam (20%) and final exam (40%) to assess (1,2,3,4,5,6, and 7)

Assessment Weighting

Coursework:	40%
Exams:	60%

Learning materials

Essential

- Kotler, P. & Keller, K. Arab edition . *A framework for marketing management*. New Jersey: Pearson Prentice Hall.
- Peter, J. & Donnelley, (2006). *A preface to marketing management*, New York: McGraw Hill Int.

Recommended

- Journal of Marketing
- Journal of The Academy Of Marketing Science.

Module Code	MKT 420
Module Title	Graduation Project I & II
Credit Hours	4
Module Leader	Prof. El Sayed Nagy
Pre-requisite	MKT301

Aims

The major aim of this module is to enable the students to carry out a research project in a chosen area. The research could take the form of a marketing research project, or a marketing feasibility study. The module is divided into two parts (Part I and Part II), and will be covered in the last two semesters of the final year.

Learning Outcomes

Knowledge

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

- Using the research methods, techniques and stages of carrying out a research project.
- Defining research problems based on theoretical review of literature and exploratory research.

Skills

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

- Define the research problem.
- Establish the research objectives (and thoroughly review relevant literature).
- Develop research hypotheses.
- Choose an appropriate research design.
- Design the research instruments (data collection method).
- Undertake data collection activities.
- Conduct data entry tabulation and analysis using computerized SPSS (Statistical Package for Social Sciences).
- Present the research results and recommendations.
- Provide suggestions for further research.
- Work in groups
- Reflect on personal contribution and development

Syllabus

Part (I):

- Research methods- Orientation Sessions
- Selection of the research area and title (project)
- Exploratory field study
- Review of literature and related readings
- Setting up the research problem, objectives and hypotheses
- Presenting the research report

Part (II):

- Finalizing the research hypotheses
- Determining the research variables, data required and measurements
- Selecting data collection method(s)
- Preparing first draft of data collection method
- Testing and finalizing the data collection method
- Determining the research population and sampling process
- Carrying out data collection process
- Carrying out data Entry and verification process
- Analyzing the results
- Preparing and submitting the final report and conducting oral presentation

Learning, Teaching and Assessment Strategies

- * Orientation Sessions.
- * Review and discussion sessions.
- * Individual and team work.
- * Team projects.
- * Field research
- * Presentations.

Assessment Scheme

Formative 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.

Part (I):

Students are divided into groups of maximum of 4 or 5 students per group.

Each student will submit a report about his/her contribution.

Each group will submit a research proposal by the end of the first semester

Each student will be evaluated according to his/her individual performance in addition to the evaluation of each group overall performance and outcome. (40% of the total mark is allocated to this stage).

(Detailed contents and deadlines will be distributed in the first session).

Part (II):

Field research is required to help in conducting the projects, students are required to visit the related organization(s), and to carry out personal interviews in addition to approaching secondary sources of data.

Each group will submit the final dissertation by the end of the second semester.

Each group will present their research findings one week after the submission date to a committee composed of one external examiner, the internal examiner/ supervisor and the Dean of the Faculty.

60% of the total mark is allocated to this stage. Each student as well as each group performance and contribution will be evaluated.

(Detailed contents and deadline will be distributed in the first session).

Assessment Weighting

Graduation project (I)	40%
Graduation project (II)	60%

Learning Materials

- Secondary data, e.g. the company's records, statistics, researches, articles from international journals, books, etc... - to be determined according to each project.
- Primary sources of data (field work) are essential to carry out the project.
- Computerized SPSS (Statistical Package for Social Sciences)
- Malhorta, N. (2007). *Marketing research; An Applied Orientation*. New York: Pearson International.

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	SCI 201
Module Title	Scientific and Critical Thinking
Credit	3
Module Leader	Dr. Magd Kahil
Pre-requisite	Eng 101

Aims

This module aims to develop a broad understanding of the Scientific and Critical Thinking method; it also aims to interplay between science and society in our daily lives. Moreover, it aims to study the characteristics of the method of scientific inquiry and to give an overview of the role of scientific communities. *It also aims* to help students to develop an understanding of what is meant by critical thinking, and to develop their own reasoning skills. These skills are essential to those progressing to higher levels of academic study

Learning Outcomes

Knowledge

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

- Overview of current scientific theories and their impact on. (1)
- Steps of scientific method. (2)
- Ways of explanation of scientific theories. (3)
- Recognizing the difference between critical analysis and other kinds of writing, such as description (4)

Skills

After completing this module, students will be able to:

- Apply the scientific method for developing his/her skills to become a good decision maker. (5)
- Differentiate between science and pseudoscience. (6)
- Examining any claim of extraordinary ability. (7)
- Performing the steps of making a good experiment. (8)
- Have a paradigm shift towards new fields in science. (9)
- Interpret and produce argument more effectively (10)
- Become more observant of what they see and hear and challenge other people's views from an informed perspective when this is appropriate (11)

Syllabus

- The Meaning of Thinking
- Scientific Method
- Types of organizing materials : Ways and analysis
- Problem solving: Philosophical implications
- Ways of Explaining: Methods and applications
- Establishing Causal Link Testing Explanation
- Test of Extraordinary Abilities: An approach of detection
- Fallacies in the name of Science: Descriptions

- Science and Pseudo Science : Types of classifications
- Resistance by scientists to a new discovery (selected readings)
- Norms of scientific life (selected readings)
- Women in Science: (selected readings)
- Critical thinking and the skills needed

Learning, Teaching and Assessment Strategies

The module is taught using lectures – to introduce the need of using scientific methods in different branches of science. Each lecture will begin with reviewing what was last taken, and ends with an open discussion around what was explained during that session. Students are required to participate in these discussions, which encourage them to take an active role in the learning process. Learning is related to assessment in different ways.

Assessment scheme

Assessment takes a number of forms:

- Attendance and participation (10%)
- Written tests (5%) to assess students' acquisition of factual knowledge [Outcomes:1,2, and 3,4].
- Two written assignments will assess students' abilities to apply knowledge (5%) [Outcome:5]
- One final project will enhance students' ability to conduct independent research (20%) [Outcome 8,9,10,11]
- Midterm examination (20%) and final examination (40%) [Outcome 1,2,3,5,6 and7]

Assessment weighting

Coursework:	40%
Exams:	60%

Learning materials

Essential:

Carey, S., (1997). *A Beginner's guide to scientific method*, Belmont , Calif.: Wadsworth Publishing Company

Kirby, G. (2004). *Thinking*, New Jersey: Prentice Hall Ruggiero

Cottrell, Stella (2005) *Critical Thinking Skills*, 1st edition, Palgrave Macmillan

Recommended:

Selected articles from different social-science journals.

Module Code	SOC 201
Module Title	Social Psychology
Credit	3
Module Leader	Dr. Nehal El Shimy
Pre-requisite	ENG102

Aims

This module is designed to introduce students to social psychology as the scientific study of human behavior and social interaction, and to acquaint them with the basic theoretical concepts and the nature of methodology and research used in social psychology. It also involves the application of major theoretical concepts to a wide range of phenomena like social perception, social interaction and social influence. This course aims to support marketing students with a better understanding of how people in general and consumers in particular behave.

Learning Outcomes

Knowledge

After completing this module, students will be able to:

- Explore and comprehend theoretical concepts of social psychology. (1)
- Discuss the nature of research and methodology used in social psychology. (2)
- Comprehend important psychological issues like social perception, social interaction, social influence, attitude change, persuasion and interpersonal attraction. (3)
- Identify social psychological perspectives related to human diversity in context of human social interaction. (4)

Skills

After completing this module, students will be able to:

- Distinguish between commonsense myth and commonsense fact on the basis of current research findings in social psychology. (5)
- Apply socio psychological theories and concepts to business organizations and everyday issues and events. (6)
- Become better social perceivers who are able to avoid falling into common biases of social perception and who can make more accurate judgments about self and other. (7) (Formative assessment)

Syllabus

- Introduction to Social Psychology
- Self-Concept
- Self-Serving Bias
- The Power of Positive Thinking
- The Nature and Nurture of Aggression
- Does the Media Influence Social Behavior?
- Who Likes Whom?

Learning, Teaching and Assessment Strategies

Lectures include class interactions between instructor and students. Therefore the students' attendance is a key component for the learning process.

Seminars are used by tutor for application case studies geared towards avoid falling into common biases and enhance judgments about self and other.

Project:

Students will be expected to hand in an individual paper. A topic will be chosen and approved by the instructor.

A minimum of 3 sources are required, and properly cited according to the rules of citation.

Assessment scheme

- Class attendance and participation (10%)
- 2 Tests (15%) to assess (1, 3, 4 and 5)
- Individual paper (15%) to assess (2 and 6)
- Midterm Exam (20%) and final Exam (40%) to assess (1, 2, 3, 4 and 5)

Assessment Weighting

Coursework	40%
Exam	60%

Learning materials

Essential:

Myer, D., (2007). *Exploring social psychology*. New York: McGraw Hill.

Recommended:

Brown, R., (1995). *Social Psychology*. New York: Free Press.

Perkinson, R., (2002). *Chemical Dependency Counseling: A practical Guide*. London: Sage Publications.

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.