



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
International University

كلية الأعمال

FACULTY OF BUSINESS



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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Al Alamein
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Department of Accounting

ACC111 Principles of Financial Accounting

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite ---

The contents of the course include the Importance of accounting information in business and other organizations. The accounting equation and the impact of business transactions on the elements of the equation. The rules of debit and credit in analyzing and recording business transactions. Preparation of adjustments to appropriate accounts and why adjustments are necessary. Preparing closing entries and understanding why closing entries are necessary for the accounting cycle. Prepare financial statements for a service or merchandising business organization. Preparing journal entries for merchandise transactions from both the buyer's and seller's point of view. Preparing a bank reconciliation and the necessary entries based on the reconciliation. Accounting for uncollectible receivables. Compute the cost of inventory under the periodic and perpetual inventory systems.

ACC112 Principles of Managerial Accounting

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC111**

Management Accounting and the business organization. Introduction to cost behavior and Cost-Volume-Profit relationship. Measurement of cost behavior. Cost management systems and Activity-Based Costing. Relevant information for pricing decisions. Relevant information for operational decisions. Budgets and preparation of the master budget.

Flexible budgets and variance analysis. Capital budgeting.

ACC113 Introduction to Accounting (For Non-Business Students)

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite ---

The contents of the course include Introduction to financial accounting. Financial statements. Recording accounting transactions. Cash controls & the statement of cash flows. Financial Statement analysis. Introduction to management accounting & ethics. Budgeting for planning and decision making. Cost behavior. CVP analysis. Accounting for sustainability. Using accounting information for planning, control and decision making.

ACC211 Intermediate Accounting 1

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC111**

The conceptual framework of financial reporting. The Accounting Process; The Statement of Financial Position and Financial Disclosure. The Income Statement, Comprehensive Income; The Statement of Cash Flows. Accounting for Cash and Receivables. Accounting for Inventories: Measurement and Additional Issues. Accounting for Property, Plant, and Equipment: Acquisition and Disposition; Utilization and Impairment. Accounting for intangible assets. Accounting for Investments.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



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ACC212 Principles of Cost Accounting

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC112**

This course includes Introduction to cost concepts. Job order costing. Process costing. Cost allocation. Activity base systems. Measuring cost for planning Absorption costing methods as a tool for management.

ACC213 Intermediate Accounting 2

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC211**

Topics covered in this course include: Accounting for Current and Contingent Liabilities. Accounting for bonds and other long-term liabilities. Accounting for Shareholders' equity. Earnings per share. Revenue recognition. Accounting changes and correction of errors. Accounting for leases. Accounting for income taxes. Accounting for Pension funds. Statement of Cash Flows. Financial statement analysis. Full accounting disclosure.

ACC311 Tax Accounting

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC213**

The following are the major topics covered in this course: Tax accounting concepts and practices: Tax planning. Tax costs and benefits. Basic tax planning variables. Ethical issues in tax planning. Basic company taxation. Accrual versus cash bases of accounting. Permanent and temporary differences. Presentation of tax-related accounts in the financial statements. Income taxation of sole

Proprietorships, partnerships, and corporations. Business taxation under the current Egyptian Tax Law: Institutional environment of Egyptian taxation. Tax audits/compliance and the obligation of the taxpayers. Company income tax. Professional income tax. Salaries tax. Real estate tax. International tax treaties. Ethics, professional and cultural issues. Environment of accounting firms: Stakeholders, guiding codes of conduct. Accounting firms and ethical dilemmas. Tax officers' training and job environment. Contemporary tax issues.

ACC312 Accounting for Governmental and Non-For-Profit Organizations

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC111**

. The course coverage includes: Identifying and applying appropriate accounting and reporting standards for governmental units. Using budgets for planning and control in governmental units. Preparing financial statements governmental units, Performance evaluation of governmental units. Auditing requirements for governmental units. identifying and applying appropriate accounting and reporting standards for private not-for-profit organizations, preparing financial statements for private not-for-profit organizations, using nonfinancial performance measures to evaluate not-for-profit entities, Auditing requirements for not-for-profit entities.

ACC313 Accounting for Financial Institutions

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC213**

. The first part of the courses deals with accounting for banks with emphasis on the nature of banking operations, and the standards and



regulations governing the banking industry. Students will be introduced to the accounting process in commercial and other banks and how to prepare and interpret its financial statements, as well as the auditing requirements for banks. The rest of the course is devoted to accounting for insurance companies. Special emphasis will be on the nature of the insurance industry, and the accounting measurement and disclosure issues in insurance companies. Students study also how to account for potential risks arising from insurance and reinsurance activities.

ACC314 Internal Control in Service Organizations

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC211**

The course starts with the basic activities and structure of hotels and other hospitality organizations, and how to account for such organizations. Emphasis will be on how to establish internal control systems as a part of the overall financial control system in hospitality organizations. Students will be trained on how to evaluate the system and detect and any deficiency in the system.

ACC315 Internship

3 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC213**

To receive credit for the internship, a student is required to register for the course, complete all assignments and turn them in by the deadline, and present him/herself in a professional manner at all times. The student is responsible for all materials and announcements related to the course. Additionally, a student is representing him/herself, his school and university. Student should keep in mind that he/she is expected to: Arrive at work as scheduled, ready to work, and stay for the agreed upon time. Present him/herself in a professional manner at all times, including

being appropriately dressed for the workplace. Communicate any concerns with his/her supervisor and the internship coordinator in a timely manner and respectfully. Demonstrate enthusiasm and interest in what he/she is doing; ask questions and take initiative as appropriate. Complete and submit assigned tasks by designated timelines. Meet all deadlines. Participate in assigned meetings at work and with the internship coordinator when he/she return to school. Keep track of and accurately report internship hours worked.

ACC316 Auditing

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC213**

The course covers the following topics: Introduction to auditing. Generally accepted auditing standards. Professional ethics and auditor's responsibility. Types of audit report. Client acceptance and audit planning. Audit evidence. Audit risk model and risk assessment. Analytical reviews. Internal control concepts and control risk assessment. Audit sampling for test of controls and accounting balance sampling. Auditing the revenue and purchasing processes. Auditing human Resources-Payroll. Auditing Cash, investment, debt and equity. Internal audit, Audit Committee, and risk management. Fraud detection.

ACC317 Accounting for Small Businesses

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC111**

This course is intended to broaden the student's depth of understanding of particular accounting issues required by small business. The basics of financial management for the small business. recording transactions. Preparing accounts and financial statements. Cost analysis and



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مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
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managerial decisions concerning the small business, small business taxation. Payroll accounting.

ACC319 Special Topics.

3 Cr. Hrs. = (3 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 135 – ECTS = 6

Prerequisite **Consent**

Investigation of topics not covered in regularly scheduled courses.

ACC411 Advanced Financial Accounting

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC213**

The contents of this course include: Equity Method of Accounting for Investments. Consolidation of Financial Information. Consolidations – Subsequent to Day of Acquisition. Consolidated Financial Statements and Outside Ownership. Consolidation with Intra-Entity Transactions in Inventory, Land, or Building. Segment and Interim Reporting. Foreign Currency Transactions & Hedging Foreign Exchange Risk. – Translation of Foreign Currency Financial Statements. Partnerships: Formation and Operation. Partnerships: Termination and Liquidation.

ACC412 Advanced Managerial Accounting

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC212**

Management Planning & Control Systems (MPACS) [Responsibility Accounting & Responsibility Centers. Transfer Pricing. Balanced Scorecard and Strategy Map. The theory of constraints. Activity-Based Management. Measuring & Managing Performance. Behavioral &

Organizational issues in MPACS. Management Control and Decentralization Budgeting. Corporate Governance. Corporate Social Responsibility. Sustainability Accounting.

ACC413 Accounting Information Systems

3 Cr. Hrs. = (3 LCT + 0 TUT + 2 LAB + 0 OTH) – SWL = 165 – ECTS = 6

Prerequisite **ACC213**

Topics to be covered include Overview of Transaction Processes. Systems Development Life Cycle (SDLC). Contemporary technology and applications. Documentation. Introduction to Database Design. Introduction to XBRL. Computer Fraud. Controls & Risk Management. IS Controls. QuickBooks Accounting Transaction Cycles. auditing of information systems.

ACC414 Costing Systems in Service Organizations

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **ACC112**

A specific implementation of accounting systems based on internal costs to different areas of service management, such as human resources. This learning will have led students to approach companies from a cost-based perspective that will allow them to address strategic management within service organizations by identifying, controlling and evaluating critical sources of cost and revenue.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
International University

ACC415 Accounting Information for Decision Making

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC213**

The contents of the course include: Theoretical Foundations of accounting information production: Agency Theory. Evaluation Apprehension Theory. Information Economics. Management Control System. Management Compensation. Controls for Differentiated Strategy. Service & Non-for-Profit Organizations. Financial Reporting and Financial Statements. How to read and analyze financial statements. Assessing Firm's Profitability. Assessing Firm's Liquidity. Assessing Firm's Solvency. Market Test. Use of accounting information for investment and credit decisions.

ACC416 Auditing Computerized Systems

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **ACC413**

This course contains a risk-based approach to external auditing in the new computerized environment. In addition to the discussion of auditing standards and professional ethics, the course provides students with knowledge and skills needed to identify significant IT threats and described audit tests and procedures for evaluation internal controls. Detailed topics include: The general framework for IT risks and control. Audit objectives and procedures used to test data management controls. Stages in the SDLC. IS auditing standards. IS audit process overview; planning and conducting the IS audit. CAATTs. Evaluating IT governance. Evaluating key elements of IS security. Evaluating IS Risks. Conducting tests of controls and substantive tests of revenue and expenditure cycles using ACL. The nature of information systems, e.g., networks, DBMS, cloud computing, etc., and its effect on audit risk and

audit procedures.

ACC417 Financial Statement Analysis

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC213**

The contents of the course include: A Framework for Business Analysis and Valuation Using Financial Statements. Introduction to financial statements analysis. Financial statement analysis / Disclosure Environment. Valuation Uses of Financial Statements. Simple Models. Pricing Book Values. Pricing Earnings. Financial Statements; Shareholders Equity. Balance Sheet and Income Statement. Analysis of Profitability. Analysis of Growth and Sustainable Earnings. The Value of Operations. Full Information Forecasting and Valuation.

ACC418 Financial Control Systems

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **ACC213**

The contents of the course include: The concept of financial control. Internal control system. Introduction to Management Control System and Responsibility Accounting. Management Control in Decentralized Organizations. Strategic Planning and Budget Preparation. Balanced Scorecard. Performance Measurement. Management Compensation. Multinational Organizations. Controls for Differentiated Strategy. Service & Non-for-Profit Organizations. Measuring and Controlling Assets Employed. Analyzing Financial Performance Report.

ACC419 Graduation Project

6 Cr. Hrs. = (**1** LCT + **0** TUT + **0** LAB + **5** OTH) – SWL = **300** – ECTS = **9**

Prerequisite **ACC315**

Completion of a graduation project.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



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International University

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MGT102 Strategic planning (For Non-Business Students)

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite ---

The holistic perspective of planning and development at the institutional and international levels. Strategies and their processes. Planning types and institutions. Factors that contribute to the success planning and its obstacles. Strategic management and strategic thinking, their characteristics. Environmental analysis and its various components and applications (SWOT analysis. International variables, considerations necessary when planning begins. Characteristics of planners. Practical models of actual plans in different sectors. Egypt's Sustainable Development Plan and Strategic Objectives (Egypt 2030).

MGT121 Introduction to Management (For Non-Business Students)

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite ---

Introduction to Management Foundation: Managing and performing. External and internal environment. Managerial decision making. **Fundamentals of Planning:** Planning and Strategic Management. Ethics and Corporate Social Responsibility. International Management. Entrepreneurship. **Fundamentals of Organizing:** Organization Structure. Organization Agility. Human resource management. **Fundamentals of Leading:** Leadership. Motivating for Performance.

Teamwork. Communicating. **Fundamentals of Controlling:** Managerial control. Creating and leading change.

MGT122 Principles of Management

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite ---

The course contains management concepts, managers, managerial process, and development of managerial thought, management environment, planning, decision making, organizing concepts, organizational design, directing, controlling, electronic management and change management.

MGT123 Organizational Behavior

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT122**

These include theories relating to individual differences in abilities and attitudes, attribution, perception, motivation, group dynamics, teams, power and politics, leadership, conflict resolution, organizational culture.

MGT201 Negotiation Skills (University requirement)

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite ---

The course contains introducing what is negotiation, preparing the



negotiation, the actual negotiation stage, negotiation strategies, countering manipulation and psychological pressure, post negotiation stage, and social negotiation cases.

MGT221 Human Resource Management

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT123**

Human Resource management is a central function of any organization. HR management can be defined as the effective use of human capital in an organization through the management of people-related activities. It involves leadership, values, employment planning, recruiting and selecting employees, training and compensating them, and evaluating their performance. It also significantly influences the corporate culture and norms.

MGT222 Entrepreneurship and Innovation (University requirement)

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite - - -

The course contains small Business: opportunities and rewards, small business entrepreneurs: characteristics and competencies, small Business Ideas: creativity, opportunity, feasibility, business plans, small business marketing, small business finance, and small business entry.

MGT223 Entrepreneurship in Service Organizations

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT122**

This course has been designed to give you the particular skills you

would need to run a service business. It will cover content specific to service operations as well as business management modules set in the context of the industry. You will develop your knowledge in areas from financial understanding to marketing and human resources while learning how to apply this knowledge in a start-up or new business.

MGT224 Feasibility Study for Small Business Enterprises

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT221**

Feasibility study concepts and applications. Economic feasibility study for small business enterprises. Pre-feasibility study. Detailed feasibility study (marketing, technical and engineering, financing and financial). Different methods to evaluate the proposed projects under risk and uncertainty (NPV, IRR, BCR, decisions tree, etc.). Case studies.

MGT225 Catering and Food Management

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT122**

Food & Beverage Global & National Trends. Developing your Restaurant concept and design. Menu development costing and design. Kitchen Design & layout, Planning & Equipping the Kitchen. Dining Room Design & layout, & Furniture & Fittings. Sourcing, Purchasing & Receiving. Choice of Service Style, Customer Service Philosophy. Restaurant Technology Forecasting, production & scheduling. Food & Beverage Costing, Pricing. Staffing, recruiting, training and controlling payroll cost. Marketing, Social Media, Online Review sites & apps, Restaurant Critics. Sanitation, Security, Health & safety. Merchandizing,



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
International University

Off-Site Catering. Restaurant Performance Evaluation Calculations & Correction.

MGT226 Supply Chain Planning

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT122**

Students learn how companies plan and manage inventories in a supply chain under the considerations of, i.e., forecasting methods, economics of scale, or uncertainty. Further fields of study: supply chain performance; achieving strategic fit & scope; supply chain drivers and obstacles; demand forecasting in a supply chain; aggregate planning in the supply chain; planning supply and demand in the supply chain.

MGT227 Building Business Plans

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT221**

Students learn all aspects of creating a solid first draft of business plan. This course begins with a comprehensive "situation analysis" of small business. The key components for creating an effective business plan: existing customers, targeting future customers, customer value formulation, preparing SWOT analysis, income statement and balance sheet forecasting, revenue forecasting methodologies, competitor assessment and emerging competitors, and understanding the pitfalls of small business development. building and planning an efficient business infrastructure (systems, technology..); small business finance, cash flow, debt, and financing alternatives; transitioning from personal guarantees and credit lines to a self-financing business model; effectively planning, hiring, and training staff with high potential; the legal

aspects of organizing and managing a small business; negotiating skills; and setting day-to-day priorities with the business plan in mind.

MGT228 New Business Models for Small Business Based on IT

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MGT221**

Students learn some technology-based business models trends. Discusses the general issues of IT/IS, IT solution services specifically applicable to small business, advanced IT topics specifically for small business, using software such as "QuickBooks" which manage the financial aspects of small business quickly e.g., recording income and expenses; entering checks and credit card payments; tracking payables, inventory, and receivables.

MGT229 Special Topics.

3 Cr. Hrs. = (3 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 135 – ECTS = 6

Prerequisite **Consent**

Investigation of topics not covered in regularly scheduled courses.

MGT320 Leadership and Strategic Management in Healthcare Organizations

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite ---

This course examines the basic concepts of leadership and strategic management with a focus on Healthcare Organizations. The course focuses on the analysis, design, and implementation of competitive



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
International University

strategies from a non-profit perspective. The course takes a management perspective examining how best practices in each functional area are integrated into an overall competitive strategy. Students explore the impact of a workforce on leadership practices and decision-making while examining new organizational structures. After completion of the course, the student is expected to have increased knowledge to understand and evaluate organizational, management, and leadership models, problems, and possibilities in Healthcare Organizations. In addition, the student will have increased knowledge and skills to design and change work organization, to contribute to working environments in which everyone is able to contribute to organizational learning and success.

MGT321 Operations Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT122**

The course contains introduction to production and operations management, forecasting in the field of production and operations, production and operations strategy, site selection, mode of transport, order (internal planning) production facilities, design of production processes, product design, design, work measurement and considerations associated with it, and maintenance problems, re-engineering processes. Interview, diversity, testing, selection, performance appraisal, training and development, and career

management.

MGT322 Logistics and Supply Chain Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT221**

Basic logistics functions, supply chain management, demand and forecasting within the logistics system, transport and flow management within the supply chain, the supply of materials and services, order management and consumer service, inventory management within the supply chain, the role of processes within the supply chain.

MGT323 Business Ethics

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT122**

The course contains an introduction to business ethics: concept, sources, ethical frameworks, and factors that drive an individual to unethical behavior, different approaches to interpret business ethics, ethical issues related to the field of work of the project, public job ethics, integrity and address corruption in the organs of the state, corporate governance, corporate social responsibility, some contemporary issues in the field of: hacking, industrial spying, intellectual property rights and unethical practices via the internet.

MGT324 Quality Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT321**

The course contains quality management overview, quality management organization, six sigma quality management program,



DMAIC and problem-solving tools such as seven quality tools, methods of statistical control on quality, quality costs and continuous improvement, organizational chart of total quality management, application of total quality management quality systems, total quality management and ISO, focusing on the client in the concept of total quality, total quality strategies and contemporary trends in quality management.

MGT325 Human Resource Development

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT221**

The course contains an overview of change interventions, including training and staff development; succession planning and performance management; factors that influence HRD; the consulting role and skills of the HRD professional, including facilitation and group dynamics; and the trends in HRD, such as human performance technology and the work out process model trends in quality management.

MGT326 Work and Industrial Relations

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT221**

The course contains a definition of industrial relations and industrial union, trade unions and labor legislation strategies for the growth of trade unions and understanding the role and requirements of trade unions, relations between workers and management, and patterns of negotiation and bargaining, the role of human resources management in improving labor relations and industrial relations and the most important contemporary issues in industrial relations.

MGT327 Strategic Human Resources

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT221**

The course contains strategic human resources concepts and theoretical models, explain how SHR strategies can be a source of competitive advantage, evaluate the SHR in action, by studying different HRM topics from a strategic perspective, such as: in resourcing strategies, retaining strategies, talent management, crisis management and international human resources management.

MGT328 Internship

3 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **3** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT221**

To receive credit for the internship, a student is required to register for the course, complete all assignments and turn them in by the deadline, and present him/herself in a professional manner at all times. The student is responsible for all materials and announcements related to the course. Additionally, a student is representing him/herself, his school and university. Student should keep in mind that he/she is expected to: Arrive at work as scheduled, ready to work, and stay for the agreed upon time. Present him/herself in a professional manner at all times, including being appropriately dressed for the workplace. Communicate any concerns with his/her supervisor and the internship coordinator in a timely manner and respectfully. Demonstrate enthusiasm and interest in what he/she is doing; ask questions and take initiative as appropriate. Complete and submit assigned tasks by designated timelines. Meet all deadlines. Participate in assigned meetings at work and with the internship coordinator when he/she return to school. Keep track of and accurately report internship hours worked.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY

Al Alamein
International University**MGT329 Operations Research and Decision Making****3** Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**Prerequisite **MGT321**

The course introduces student to operations research techniques and how to use them in making decisions. The first part of the course deals with deterministic models and their applications, including linear programming, integer programming, and dynamic programming. The second part of the course introduces students to probabilistic models and their applications in business context. Models such as Queuing Theory, Decision Theory, and Game Theory will be discussed as well.

MGT421 Project Planning and Management**3** Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**Prerequisite **MGT321**

The course describes in a readily understandable way on how projects should be managed. The course covers: Project management principles, Project roles and responsibilities, Project definition, Project planning, estimating and resourcing, Project issue management, Project risk management, Project quality management, Project change management, Project controlling and reporting, and Communication management and team building.

MGT422 Organization Theory and Design**3** Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**Prerequisite **MGT221**

The course contains organization and organization theory, strategy, technology, environment, organization structure, size, effectiveness, and organizational culture.

MGT423 Leadership**3** Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**Prerequisite **MGT221**

The course contains trait approach, skill approach, situational leadership, contingency leadership, transformational leadership, charismatic leadership, and ethical leadership.

MGT424 Performance Management**3** Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**Prerequisite **MGT221**

The course contains the concept of performance management and its contribution, differentiate between performance management and performance appraisal, understand the PM process, adopt different approaches to measuring performance, develop accountabilities; identify objectives, performance standards, and competencies, develop comparative performance measurement systems and absolute performance management systems, manage team performance, manage organizational performance.

MGT425 Strategic Management**3** Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**Prerequisite **MGT221, FIN231, MKT241**

The course contains basic concepts, strategic management model, ethics and social responsibility, vision and mission, analysis of the external environment, analysis of the internal environment, strategies at the company level, strategy selection tools, business unit strategies



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



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(competitive strategies, cooperative strategies, strategies for distance from competition Blue Ocean strategy), functional strategies, implementation of the strategy, follow-up, control and strategic review, scenario planning, crisis and disaster management.

MGT426 International Business

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT122**

Introduction to globalization and the cultural, economic, political, and legal environments of international business including an overview of risks, challenges, and opportunities of competing in the global marketplace. Alternative modes of market entry, including import and export through intermediaries, contracting with suppliers and distributors, strategic alliances and foreign direct investment (FDI).

MGT427 International Supply Chain Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT322**

History and Theories of Trade. Globalization and Trade. Global Supply Chains. Design of Supply Chains. a. Facility location decisions. b. Transportation network design decisions. c. Outsourcing decisions. d. Partnering decisions. - Operation of Global Supply Chains. Transportation routing and scheduling decisions. Inventory policy decisions. Contracts and international arbitration. Trademark, protection of intellectual property. Litigation and dispute resolution across borders. Impact and Alternative Visions for Supply Chain. a. Cultural impacts. b. Livelihood impacts. c. Human and environmental health impacts. d. Alternatives and their limits.

MGT428 Planning & Managing Small Business

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MGT221**

The course describes in a readily understandable way on how projects should be managed. The course covers: Project management principles, Project roles and responsibilities, Project definition, Project planning, estimating and resourcing, Project issue management, Project risk management, Project quality management, Project change management, Project controlling and reporting, and Communication management and team building.

MGT429 Graduation Project

6 Cr. Hrs. = (**1** LCT + **0** TUT + **0** LAB + **5** OTH) – SWL = **300** – ECTS = **9**

Prerequisite **MGT328**

Research seminars.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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International University



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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Department of Finance

FIN101 Fundamentals of Microeconomics

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite - - -

Topics covered include: The fundamentals of economics. The economic problem and the PPF. Demand, supply, and market equilibrium. Elasticity of demand and supply. Government actions in markets. Consumer choice: utility and demand. Output and costs. Perfect competition.

FIN102 Fundamentals of Macroeconomics

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite - - -

Topics covered include: Measuring GDP and Economic Growth. GDP definition and circular flow. Measuring GDP using Expenditure approach and income. Uses and limitations of GDP. Nominal and real GDP calculation. Monitoring Jobs and inflation. Employment and unemployment. Different types of unemployment. The price level, inflation and deflation. Expenditure multipliers. Consumption and saving plans. Consumption and saving functions. Components of aggregate expenditure. Equilibrium expenditure. Closed economy multiplier. Opened economy multiplier. Fiscal policy multiplier. The multiplier and the price level. The multiplier in short run. The multiplier in long run. Aggregate supply and Aggregate demand. Aggregate supply in long run. Aggregate supply in short run. Changes in Aggregate supply in long run and in short run. Aggregate demand. Short run and long run equilibrium. Fluctuations in aggregate demand and supply. Cases of

inflation. Effects of fiscal policy and monetary policy.

FIN103 Introduction to Economics (For Non-Business Students)

2 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **90** – ECTS = **4**

Prerequisite - - -

Introduction to economics. Measurement of macroeconomic activity. Income and expenditure. Balance of national income. Inflation. Financial policy. Money and monetary policy. International Trade. Economic development.

FIN231 Finance

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite - - -

Introduction to Corporate Finance. Financial Statements. Time Value of Money. Capital Budgeting. Cash Flow Estimation. Debt instruments. Equity and Hybrid Instruments. Cost of Capital. Capital Structure. Dividend Policy.

FIN232 Finance for Small Business

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

Fundamental principles and practices in finance related to entrepreneurship. Focuses on areas such as accounting, budgeting, and financial management as they apply to entrepreneurship. In



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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addition, financial management of the small business; financial information; operational funding; bank finance; export finance; trade credit; venture capital financing; cash flow management; business valuation; performance benchmarks.

FIN331 Financial Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

Goals and function of Financial Management. Review of Accounting. Cash Flow Statements. Financial Analysis. Financial Forecasting. Operating and Financial Leverage. Working Capital and the Financing Decision. Current Asset Management. Sources of Short-Term Financing.

FIN332 Financial Markets & Institutions

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

This course introduces students to the fundamental principles that govern financial markets and institutions. It will help students understand the working of the banking industry and the behavior of financial intermediaries. Topics include valuation of financial assets and the characteristics of financial instruments in money and capital markets. The course covers also the relationships among financial institutions, monetary policy, and the stability of the economy as a whole.

FIN333 Investment

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

Basics of financial investments. How securities are traded. How securities are issued. Implications of efficient capital markets. Portfolio theory. Diversification and asset allocation. The Markowitz portfolio selection model. Analysis of equity. Valuation of equity. Financial statement analysis. Portfolio Management. Mutual funds, hedge funds, and other investment companies. Passive and active portfolio management. Portfolio performance evaluation. Analysis of fixed income securities. Bond prices and yields. Bond duration and convexity. Managing bond portfolios. Analysis of derivative securities. Option strategies. Option valuation using binomial option pricing and Black-Scholes. Forwards, Futures, and Swaps. Hedging using derivatives.

FIN334 Investment Analysis

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

The objective of this course is to introduce students the theory and practice of investment analysis. The characteristics of financial markets and financial instruments, security trading mechanisms, investment process, pricing models, equity and bond valuation are studied. Topics covered include analysis of equity, valuation of equity, financial statement analysis, analysis of fixed income securities, bond prices and



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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yields, bond duration and convexity, analysis of derivative securities.

FIN335 Internship

3 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **3** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

To receive credit for the internship, a student is required to register for the course, complete all assignments and turn them in by the deadline, and always present him/herself in a professional manner. The student is responsible for all materials and announcements related to the course. Additionally, a student is representing him/herself, his school and university. Student should keep in mind that he/she is expected to: Arrive at work as scheduled, ready to work, and stay for the agreed upon time. Present him/herself in a professional manner at all times, including being appropriately dressed for the workplace. Communicate any concerns with his/her supervisor and the internship coordinator in a timely manner and respectfully. Demonstrate enthusiasm and interest in what he/she is doing; ask questions and take initiative as appropriate. Complete and submit assigned tasks by designated timelines. Meet all deadlines. Participate in assigned meetings at work and with the internship coordinator when he/she return to school. Keep track of and accurately report internship hours worked.

FIN339 Special Topics.

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite **Consent**

Investigation of topics not covered in regularly scheduled courses.

FIN401 Money and Banking

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite **FIN102**

Why study Money, Banking, and Financial Markets? An Overview of the Financial System. What is Money? Understanding Interest Rates and their Behavior. Central Banks: A Global Perspective. Banking and the Management of Financial Institutions. Economic Analysis of Banking. The Money Supply Process and Tools of Monetary Policy.

FIN402 Transportation Systems & Economics

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite **FIN101**

Basics of microeconomics: demand and supply, and consumer surplus; Transport and the economy. Transport and local economic development; Transportation demand: aggregate models and disaggregate models; Costs and benefits of transportation systems; Regulation, competition, and efficiency in transportation; Investment and financing in transportation infrastructure; Revenues in transportation; Transportation project evaluation, forecasting; Economic impact assessment in transportation projects; Transportation and land use.

FIN431 Portfolio Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN333**

This course focuses on the theory and practice of modern portfolio management. In addition to providing in-depth discussions of portfolio construction, monitoring and evaluation, it will allow



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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students to gain hands-on experience through case study and portfolio simulation. Major topics will include asset pricing models, equity and bond portfolio management, performance evaluation and new developments in professional asset management. Students targeting the professional asset management career or planning to take the CFA test will find this course particularly useful.

FIN432 Management of Financial Institutions

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN332**

Introduction. On successful completion of this course, students will be able to: 1. Explain the importance of financial institutions in the global economy 2. Evaluate the performance of different types of financial institution 3. Identify the main types of risk financial institutions are exposed 4. Apply different methods to measure those risks to suit different contexts 5. Propose methods to manage the risks based on international standards of banking practice 6. Communicate and work effectively in teams and as individuals

FIN433 Risk Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

Introduction to Risk Management. Techniques and Strategy. Analysis of Liability Impact and Safety. Advanced Approaches. Insurance Industry Overview. Property Contracts and the Retail Environment. Liability Contracts and the Retail Environment. Project and Operational Risk Management –Retail Perspective.

FIN434 International Finance

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

-Multinational Financial Management: An Overview. -International Flow of Funds. -International Financial Markets. -Exchange Rate Determination. -Currency Derivatives. -International Arbitrage and Interest Rate Parity. - Relationships Among Inflation, Interest Rates, and Exchange Rates. -Forecasting Exchange Rates. - Measuring Exposure to Exchange Rate Fluctuations. - Managing Transaction Exposure. - Country Risk Analysis. - Multinational Capital Budgeting. - Financing International Trade. - International Cash Management.

FIN435 Business Analysis & Valuation

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **FIN231**

Lecture One -Introduction to Business Analysis and Valuation. Lecture Two –Business Analysis and Strategy. Lecture Three -Accounting Analysis. Lecture Four -Financial Analysis. Lecture Five –Cash Flow Analysis. Lecture Six –Prospective Analysis: Forecasting. Lecture Seven –Cash Flow-Based Valuation. Lecture Eight–Accounting-Based Valuation. Lecture Nine–Price Multiples Based Valuation. Lecture Ten–Credit Analysis and Distress Predictions. Lecture Eleven–Mergers and Acquisitions. Lecture Twelve –Financial Policies.

FIN439 Graduation Project

6 Cr. Hrs. = (**1** LCT + **0** TUT + **0** LAB + **5** OTH) – SWL = **300** – ECTS = **9**

Prerequisite **FIN335**

Research seminar.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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Department of Marketing

MKT241 Marketing Principles

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite - - -

The course covers the following topics: Marketing's Value to Consumers, Firms, and Society. Marketing Strategy Planning. Evaluating Opportunities in the Changing Marketing Environment. Focusing Marketing Strategy with Segmentation and Positioning. Demographic Dimensions of Global Consumer Markets. Final Consumers and Their Buying Behavior. Business and Organizational Customers and Their Buying Behavior. Improving Decisions with Marketing Information. Elements of Product Planning for Goods and Services.

MKT242 Marketing Management

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MKT241**

The course provides an overview of the following topics: Marketing: creating and capturing customer value. Company and marketing strategy: partnering to build customer relationship. Analyzing the marketing environment. Managing marketing information to gain customer insight. Markets and business buyer behavior. New product development and product life cycle strategies. Communicating customer values: integrated marketing communication strategies. Direct and online marketing: Building direct customer relationship. The global market.

MKT243 Marketing of Hospitality Services

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MKT241**

The course provides an overview of the following topics: Introduction: Marketing for Hospitality and Tourism Service Characteristics of Hospitality & Tourism Mktg the Role of Marketing in Strategic Planning. The Marketing Environment Mktg Information Systems and Marketing Research Consumer Markets and Consumer Buying Behavior. Organizational Buyer Behavior and Group Market. Market Segmentation, Targeting, and Positioning. Designing and Managing Products. Internal Marketing Pricing Products: Considerations & Strategy Distribution Channels. Promoting Products: Communication and Promotion Policy and Advertising Promoting Products: PR and Sales Promotion Professional Sales. Direct and Online Marketing: Building Customer Relationship Destination Marketing.

MKT341 Consumer Behavior

3 Cr. Hrs. = (3 LCT + 1 TUT + 0 LAB + 0 OTH) – SWL = 150 – ECTS = 6

Prerequisite **MKT242**

The course covers the following topics: Introduction to Consumer Behavior and Consumer Research. Internal Influences on Consumer Behavior. External Influences on Consumer Behavior. Consumer Decision Making.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



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International University

MKT342 Market Research

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

The course covers the following topics: Introduction to Marketing Research and the Research Process. Problem Definition and Developing an Approach. Research Design, Secondary and Syndicated Data Sources. Qualitative Methods. Survey and Observation; Questionnaire Design. Measurement and Scaling. Experimentation and Causal Research. Sampling; Data Analysis: Frequencies. Data Analysis: Hypothesis Testing (t-tests). Data Analysis: ANOVA, Cross-tabulation and Chi-Square. T-tests and ANOVA. Data Analysis: Correlation and Regression.

MKT343 Service Marketing

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

Brief Overview of Service. Marketing. Trends: Understanding the importance of Service in a Service-based Economy. Difference. between products and services: a. The role of the Services Manager vs. the Product Manager: Implications. Service Process Map. Some Marketing Fundamentals. Understanding the. Customer in a. Services Setting (consumer behavior). Planning Service via STP. The 4Ps plus the 3Ps. a. The 3Ps of Services Marketing: People. b. The 3Ps of Services Marketing: Process/Physical Environment. Tools and Frameworks in services marketing: Seroquel/ Rater / Service Quality Gaps. Innovation in Services Marketing. Insighting. BIDA/MOT matrix. Service and BIG IDEAS workshop. Service Quality and Satisfaction. Service Metrics. Failure and Recovery. Service Guarantees / Retention. Service Setting Design: Aligning the strategy. Delivering Outstanding Service. Managing the Service scape. (physical

environment). Internal Marketing (role of employees – people and process). Understanding the customer. satisfaction profit chain / Value Profit Chain. d. Customer Experience Management.

MKT344 Internship

3 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **3** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

To receive credit for the internship, a student is required to register for the course, complete all assignments and turn them in by the deadline, and always present him/herself in a professional manner. The student is responsible for all materials and announcements related to the course. Additionally, a student is representing him/herself, his school and university. Student should keep in mind that he/she is expected to: Arrive at work as scheduled, ready to work, and stay for the agreed upon time. Present him/herself in a professional manner at all times, including being appropriately dressed for the workplace. Communicate any concerns with his/her supervisor and the internship coordinator in a timely manner and respectfully. Demonstrate enthusiasm and interest in what he/she is doing; ask questions and take initiative as appropriate. Complete and submit assigned tasks by designated timelines. Meet all deadlines. Participate in assigned meetings at work and with the internship coordinator when he/she return to school. Keep track of and accurately report internship hours worked.

MKT349 Special Topics.

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite **Consent**

Investigation of topics not covered in regularly scheduled courses.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



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MKT441 Integrated Marketing Communications

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

The course provides an overview of the following topics: Integrated Marketing Communication. IMC Plans; Branding, Positioning. Campaigns, and Public Relations. Newspaper, Magazine, & Radio Advertising. Out-of-Home, Direct Marketing, Sales Promotions.

MKT442 International Marketing

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

The course covers the following topics: Introduction to International Marketing. The Cultural, Political, and Legal Environment. The Economic Environment, Regional Integration, and Marketing Management. Product and Distribution Strategies. Promotion and Price Strategies.

MKT443 Digital Marketing

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

The course provides an overview of the following topics: Marketing Fundamentals. Content Strategy. Social Media Marketing (Organic). Social Media Advertising (Paid). Search Engine Optimization (SEO). Search Engine Marketing with AdWords (SEM). Display Advertising. Email Marketing. Measure & Optimize with Google Analytics.

MKT444 Product and Brand Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

The course provides an overview of the following topics: Introduction to

New-Product Development. Innovation Strategy. Opportunity Identification. Idea Generation. Design Process. Testing and Improving New Products. Introduction to Brand Management. Brand Equity Concept. Elements to Build Effective Brands. Testing and Improving New Products. Product Introduction and Life Cycle Management. Product Failures.

MKT445 Strategic Marketing

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **MKT242**

This course has five modules: Module A: Fundamentals. This section covers marketing strategy basics, including the role of marketing strategy, customer advantage, differentiation, and positioning. It also includes a class on how to create an effective marketing plan. Module B: New business strategy. In this section, the focus is on new businesses, including strategies for entering established categories and strategies for entering emerging categories. Module C: Established business strategy. This section focuses on strategies to build established businesses, including margin enhancement strategies, core business growth strategies and new product strategies. Module D: Defensive strategy. In this module, we look at defensive marketing. We review why defense is so important and how to develop strong defense plans. Module E: Portfolio strategy. In the last part of the course we focus on integrating all the strategies into an overall plan.

MKT449 Graduation Project

6 Cr. Hrs. = (**1** LCT + **0** TUT + **0** LAB + **5** OTH) – SWL = **300** – ECTS = **9**

Prerequisite **MKT344**

Research seminars.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



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Department of Business Information Systems

BIS251 Business Information Systems

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite ---

The Digital Economy, new business environments, and transformation of business organizations. Information Systems and its components. Information Systems in Global Business. Impact of information systems on organizations. Information System Strategies, Global E-Business and Collaboration. Components of IT infrastructure and stages and drivers of IT infrastructure evolution. Current trends in computer hardware and software. Information Systems and achieving Operational Excellence. Supply Chain Management Systems. Customer Relationship Management Systems. and Enterprise Applications.

BIS252 Information Systems Analysis and Design

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

System, Roles and Development Methodologies. Project Management. Information Gathering. Agile Modeling and Prototyping. Data Flow Diagrams. Analyzing Systems Using Data Dictionaries. Designing Databases. Object Oriented System Analysis and Design Using UML. Designing input and Output. Human Computer Interaction.

BIS259 Special Topics.

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **Consent**

Investigation of topics not covered in regularly scheduled courses.

BIS351 Database Design and Management

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

Database Environment. Database Development Process. Modeling Data using ERD. Enhanced E-R Model and Business Rules. Logical Database Model and the Relational Model. Data Normalization. Physical Database Design. Introduction to SQL. Advanced SQL. Client/Server Database Environment. Internet Database Environment. Data Warehousing.

BIS352 E-Commerce and E-Business

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS251**

Overview of Electronic Commerce. E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce. Retailing in Electronic Commerce: Products and Services. Online Consumer Behavior, Market Research, and Advertisement. B2B E-Commerce. Innovative EC Systems: From



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

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E-Government and E-Learning to C2C E-Commerce and Collaborative Commerce. Web 2.0 Environment and Social Networks. Mobile Computing and Commerce. Commerce Security and Fraud Protection. Electronic Commerce Payment Systems. Launching a Successful Online Business and EC Projects.

BIS353 Information Technology Governance

3 Cr. Hrs. = (**3** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **135** – ECTS = **6**

Prerequisite **BIS251**

What is IT governance. Importance of IT Governance and Strategic Planning. Government Areas of IT. Structures and relationships in the IT governance. IT-related decisions. Processes for IT governance. Tools for the implementation of IT governance. COBIT. Self-assessment of the maturity of IT governance

BIS354 Introduction to Computer Programming

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite - - -

Introduction to history of programming languages. Problem solving and Flow charts. Data types. Operators. Reading program input and printing program output. Condition Statements. Repetition Statements. Jump Statements. Arrays. Searching Arrays. Sorting Arrays. Introduction to Modular programming.

BIS355 Applications in Computer Programming

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS354**

Two-dimension arrays. Introduction object-oriented programming. Encapsulation, inheritance and polymorphism. Interfaces and Super classes. Exception handling. Database connectivity. Program I/O.

Packages. Recursion.

BIS356 Planning and Management of IS Projects

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS251**

Introduction to Project Management. The nature of IS projects. Plan Driven IS projects. Rational Unified Process. Agile Development Methods. Project management in the IS context. IS Project escalation. Managing Project Teams. Project Initiation and Planning. Managing Project Scheduling and Resources. Project Cost Estimation. Managing Procurement in IT projects. IS project Execution and Control. Project Closure and Audit.

BIS357 Hotel Information Systems

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS251**

Information Technology Applications in Hospitality. Global Distribution Systems and Channels. Front office information systems. Restaurant Management Systems. Hotel and Resort Technology. Technology for the Meetings and Events Industry. Inventory control systems. Strategic Hospitality Technology Investment. Technology future trends in the hospitality industry.

BIS358 Data Security

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS351**

Overview of Data Security. Access Control Foundations and Models.



EGYPTIAN NATIONAL UNIVERSITIES

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جامعة العلمين الدولية

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Integrity Models. Hybrid Models. Cryptography. Database Security and Encrypted Data storage in Databases. Access control in distributed systems. SQL and Code injection attacks. Data Privacy. Policy, legal ethics and compliance. Economics of data security and privacy.

BIS359 Internship

3 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **3** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS252**

To receive credit for the internship, a student is required to register for the course, complete all assignments and turn them in by the deadline, and always present him/herself in a professional manner. The student is responsible for all materials and announcements related to the course. Additionally, a student is representing him/herself, his school and university. Student should keep in mind that he/she is expected to: Arrive at work as scheduled, ready to work, and stay for the agreed upon time. Present him/herself in a professional manner at all times, including being appropriately dressed for the workplace. Communicate any concerns with his/her supervisor and the internship coordinator in a timely manner and respectfully. Demonstrate enthusiasm and interest in what he/she is doing; ask questions and take initiative as appropriate. Complete and submit assigned tasks by designated timelines. Meet all deadlines. Participate in assigned meetings at work and with the internship coordinator when he/she return to school. Keep track of and accurately report internship hours worked.

BIS451 Intelligent Decision Support Systems

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS252**

Decision Support Systems and Business Intelligence. Decision Making, Systems, Modelling, and Support. Decision Support Systems: An Overview Modelling and Analysis. Modelling and Analysis. Data Warehousing. Business Analytics and Data Visualization. Data, Text, and Web Mining. Knowledge Management. Artificial Intelligence and Expert Systems. System Development and Acquisition.

BIS452 Integrated Information Systems

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS252**

Business functions and processes. Process Modeling, Process Improvement. ERP Implementations Methodologies and Tools. Database basics, master data in SAP. Sales Order Process Logistics. Supply Chain Management. Materials Management. Accounts payable. Organization and Human Resource Management and Payroll. Financial accounting and managerial accounting components. Business Planning and Controlling. Capital Asset Management. Reporting Basics and tools.

BIS453 Information Technology Management

3 Cr. Hrs. = (**3** LCT + **1** TUT + **0** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS251**

Information Technology planning. Information Systems Project Management. Digital innovation. Disruptive innovation. Business value of IT. Managing Change. Information System Architecture. Network



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effects. Social media; the sharing economy. Data communications. Enterprise Systems and process design. Mobile industry ecosystem.

BIS454 Logistic Information Systems

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS251**

Demand forecasting, planning, and management. Inventory planning, management, and control. Transportation planning, management, and operations. Supply chain network design. Procurement, sourcing, and auctions. Management and optimization of supply chain. Supply contracts and collaboration.

BIS455 Data Analytics

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS351**

Introduction to Data Analytics and Data Mining. Data Pre-processing. Data Warehouse and OLAP Technology. Mining Frequent Patterns, Associations and Correlations. Classification and Prediction. Decision Trees. Linear and Nonlinear Regression. Cluster Analysis. Mining Time-Series Data. Data Summarization and Visualization.

BIS456 Information Systems in Healthcare Organizations

3 Cr. Hrs. = (**3** LCT + **0** TUT + **1** LAB + **0** OTH) – SWL = **150** – ECTS = **6**

Prerequisite **BIS251**

Foundations of Health-care Informatics. Electronic Health Records. Information Infrastructure. Implementing Healthcare Information Systems. Healthcare Informatics & Decision Support. Health

Information Interoperability. Using Healthcare Data & Information. Privacy and security of Health Information. Trends & Emerging Technologies.

BIS457 Software Engineering

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS354**

The Process of Software Development. Feasibility Studies. Project Management. Requirements Analysis. Usability. System Architecture and Design. Object Oriented Design. Managing People. Design Patterns. Business Aspects of Software Engineering. Delivering the System. Risk in Software Development.

BIS458 Simulation

3 Cr. Hrs. = (**3** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **BIS354**

Overview of Simulation. Simulation and Modeling. Fundamental Simulation Concepts. Simulation languages and tools. Modeling Basic Operations and Inputs. Finding and Fixing Errors and Input Analysis. Modeling Detailed Operations. Statistical Analysis of Output. Conducting Simulation.

BIS459 Graduation Project

6 Cr. Hrs. = (**1** LCT + **0** TUT + **0** LAB + **5** OTH) – SWL = **300** – ECTS = **9**

Prerequisite **BIS359**

Completion of a graduation project.



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