

Higher Institute of Business Administration Course Syllabus
In English Language
Preparatory Degree in Management

First year

Math I

Academic Department: Operations and Information Management
Semester and Year: First /First
Weight: 2

Course Description:

This course introduces students to the mathematical concepts and teaches a series of hands-on activities to solve business world problems by an analyzing a mathematical skill. The course is meant to provide students with some of the background skills needed to successfully engage in mathematical research, acquaints students with some of the famous problems in math.

Course Objectives:

- A. Students will be able to analyze, evaluate, or solve mathematical problems.
- B. Students will be able understand and utilize mathematical functions and empirical principles and processes.

Student Learning Outcomes:

1. Represent relevant information in various mathematical forms.
2. Interpret information presented in mathematical forms.
3. Draw appropriate conclusions based on the quantitative analysis of data

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Mileti, J. (2022). Modern Mathematical Logic (Cambridge Mathematical Textbooks). Cambridge: Cambridge University Press. doi:10.1017/9781108973106

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is estimated at 100 by the instructor, the final grade will be calculated by the students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Real Numbers
4-3	Functions
6-5	Continuity
7	Limits
8	Real Sequences
9	Series
10	derivatives
11	Integrals
12	General review of the course

The Management Principles and its Functions

Academic Department: Human Resources Management

Semester and Year: First /First

Weight: 3

Course Description:

The course is designed to provide students with an overview of the management functions and its role in organizations and society. The course aims to provide students with the basic managerial knowledge necessary for Business students. The course focuses on providing students with analytical, developmental, managerial and technical skills that relate to managerial positions in organizations. This course is an introduction to the critical management skills involved in planning, organizing, controlling, leading and decision making in an organization. It provides a framework for understanding issues involved in both managing and being managed, and it will help you to be a more effective contributor to organizations that you join. This course develop a "systems" view of organizations that examine organizations as part of a context, including but not limited to environment, strategy, structure, tasks, people and outputs.

Course Objectives:

- A. Gain practical skills and personal attributes and competencies that is required for managerial position.
- B. Describe the management functions of planning, organizing, leading, and controlling.
- C. Explain how decisions are made within an organization.
- D. Describe the various forms of structure available to an organization.
- E. Understand analytical, developmental, managerial and technical skills relate to Managing organizations.

Student Learning Outcomes:

1. Recognize the theory of management and manager's role in organization
2. Describe the decision-making process in organization
3. Apply managerial roles and managerial skills

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Principles of Management: Functions and Fundamentals of Effective Management by Prabhu TL (Author), Akshay Kumar (Illustrator), Rajil Thankaraju (Narrator). 2020.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Managing and the Manager's Job
3	Traditional and Contemporary Issues and Challenges
4	The Environment and Culture of Organizations
5	Basic Elements of Planning
6	Managing Strategy and Strategic Planning
7	Managing Decision Making and Problem Solving
8	Basic Elements of Organizing
9	Managing Organizational Design
10	The Controlling Process
11	Managing change
12	General review of the course

Financial Accounting Principles

Academic Department: Financial and Banking Management

Semester and Year: First/First

Weight: 3

Course Description:

Accounting is a profession that specializes in providing information for the making of economic decisions. Accordingly, this course introduces you to the important role that accounting plays in a free enterprise society, the conceptual content of accounting, and the uses and limitations of conventional accounting data.

Course Objectives:

- A. Develop students' appreciation of fundamental accounting concepts.
- B. Enable students to apply of his/her accounting knowledge on earnings quality issues and earnings management activities related to assets, liabilities, and equity.

Student Learning Outcomes:

1. Have the capability to read and understand a financial statement.
2. Be able to perform a comparison between competing companies.
3. Make relevant connections between theory and real world examples, through references to media material, readings or case studies.
4. Find an increased interest to read economic and business related materials in the media.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Libby-Libby-Hodge, Financial Accounting, McGraw-Hill, 9th Global edition (isbn 978-1-259-25412-3), 2019.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

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Important Notes:

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Course Outline

Sessions	Topic
1	Introduction
2	Financial Accounting and business decisions
3	Investing and financing decisions and the balance sheet
4	Operating decisions and the income statement
5	financial statement preparation
6	Statement of cash flows; Reporting and interpreting sales revenue and receivables
7	Reporting and interpreting cost of goods sold and inventories
8	Reporting and interpreting property, plant and equipment and intangibles
9	Reporting and interpreting liabilities & bonds
10	Reporting and interpreting owners' equity
11	Reporting and interpreting investments
12	General review of the course

Introduction to Economics

Academic Department: Basic and Associate sciences

Semester and Year: First / First

Weight: 3

Course Description:

This course will introduce you to the principles of economics, the basics of economic analysis, and the application and use of economic models.

Course Objectives:

- A. Introduce students to what economists actually do.
- B. Enable students to use Economics in their professional lives upon graduating.

Student Learning Outcomes:

- be able to explain what it is economists do
- understand the role of models in economic thinking
- Formulate real world examples in the language of economic modelling.
- Apply and use the economic models to analyze these issues.
- Assess the potential and limitations of the models and methods used in economic analysis.
- more effectively write about Economic ideas and evidence
- be able to handle economic data

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

- ❖ Begg, D., S. Fischer and R. Dornbusch Economics. (McGraw Hill), 2005.
- ❖ Lipsey, R.G. and K.A. Chrystal Economics. (Oxford University Press), 2011.

Course Assessment Criteria:

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Important Notes:

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Course Outline

Sessions	Topic
1	Introduction
	Microeconomics
2	The Theory of Consumer Behavior
3	The Theory of the Firm
4-5	Markets: Demand and Supply
	Macroeconomics
6	The Goods Market
7	Money and Banking
8	General Equilibrium
9	Prices, Inflation and the Phillips Curve
10	Exchange Rate Determination and the Money Sector
11	Business Cycles
12	General review of the course

Business Law Essentials

Academic Department: Basic and Associate sciences

Semester and Year: First/First

Weight: 2

Course Description:

In a business world increasingly governed by local rules and regulations, business people must be conversant in the basic rules and principles of the legal system. While business people hire lawyers to help them stay within the legal bounds of conduct, business people are responsible for understanding the system enough to question lawyers and to make the best business decisions.

Course Objectives:

- A. Introduce the student to the law basic rules.
- B. Enable the student to understand the most important legal rules applied to the business sector

Student Learning Outcomes:

1. Explain how the Syria legal system works.
2. Engage in critical analysis and legal reasoning.
3. Recognize the relationship among law, social responsibility, and business ethics.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Essentials of Business Law (MindTap Course List) 7th Edition by Jeffrey F. Beatty, Susan S. Samuelson, Patricia Abril, 2021

Course Assessment Criteria:

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Important Notes:

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Course Outline

Sessions	Topic
1	Introduction
2	Legal rule
3	Sections of law
4	the legislation
5	The concept of business law
6-7	Administrative sources of commitment
8	Non-managerial sources of commitment
9	Basic theories in commercial law
10	Differentiating between commercial work and civil work
11	Business, by its very nature, is commercial
	Commercial projects
	Affiliate business and mixed business
12	General review of the course

English Language – Business Language

Academic Department: Basic and Associate sciences

Semester and Year: First/First

Weight: 2

Course Description:

The aim of this course is to improve the student's ability to understand and to communicate efficiently (orally and in writing) in Business English. Also, to enhance the student's English grammar, the usage of business vocabularies and to improve his skills in translation, writing business letters, reports, and curriculum Vitae (CV).

Course Objectives:

- A. To enhance the ability of students of level one with the skills of English language including listening, speaking, reading, writing.
- B. To learn translation of different texts in the context of business i.e. management, communication, banking, economics, marketing etc.
- C. To provide the students with the principles of effective communication with emphasis on oral and written aspects including oral presentations and demonstrations, writing techniques of business letters, memos, reports, employment communication including job hunting sources and methods, techniques of CV and interviews etc.

Student Learning Outcomes:

- I. Understand the basics concepts, methods, styles and skills for planning and writing business letters, business reports and covering letters.
- II. Format and layout business documents for both domestic and global business using various tools and techniques.
- III. Apply the necessary techniques through practical skills and practices to build up their career in writing CVs, applying and interviewing for job in addition to forming different layouts of employment documents for both the local and the international markets.
- IV. Apply oral communication including interpersonal communication principles through transferable skills and methods including presentations exercises and models, in order to and enhance students' oral conversation.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

- Market Leader Advanced Kindle Edition by Iwonna Dubicka, 2018.
- Prof. Dr. Nehale Farid Mostapha "Business English Communication", Al-Qabass, Beirut, Lebanon, 6th Edition, 2012.

Course Assessment Criteria:

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Component	Contribution
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Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
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Important Notes:

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Course Outline

Sessions	Topic
1	Introduction
2	Comprehension and translation, and summarizing business articles.
3	Communication process and its components including business barriers and directions.
4	Interpersonal communication including the four main skills with emphasize on oral presentations and face-to-face communication.
5	Effective communication and its elements.
6	Writing business communiqués and the process of writing including drafting, revising, formatting, and proofreading
7	Formal business writing including business letters with emphasize on writing for a satisfactory transaction.
8	Formal business writing including Memorandums (I.O.M) and different types of business reports.
9	Continuing Business memos, and reports letters which are not directly connected to business i.e. goodwill letters... etc.
10	Communication for employment; where and how to find a job ?, job vacancies, and requirements, and covering letters.
11	Developing of Curriculum Vitae (CV) (Résumé), application letter for employment and Interview Techniques for employment including how to prepare yourself (before and during the interview) self for a successful interview.
12	General review of the course

Scientific formulation in the Arabic language

Academic Department: Basic and Associate sciences

Semester and Year: First/First

Weight: 2

Course Description:

This course covers the linguistic skills and cultural competencies needed to communicate within an Arabic-speaking environment and to interpret the cultural products of the Arab world in order to prepare students to be successful businesspersons in the target geographic area. The language course continues to teach oral and written communication while delving into literary and cultural analysis. The course will also enhance knowledge of Arabic life, culture, business and current social and political affairs using complex and linguistically accurate structure.

Course Objectives:

- A. Teach students how to comprehend specialized vocabulary, style and subject content through texts by reading, analyzing, translating, listening, debating and summarizing.
- B. Enable students to actively using relevant specialist vocabulary in Arabic, and to carry out a range of practical tasks in a business context.

Student Learning Outcomes:

- I. Use the vocabulary that's relevant to business in Arabic.
- II. Read and understand Arabic materials dealing with business and trade (e.g. banking documents, correspondence, reports, forms, advertisements and contracts) and fill out Arabic business forms and transactions, both online and paper based.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Mili, A. (2011) Arabic for Business Studies, Amel Mili, The lauder Institute, The University of Pennsylvania

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	A Cultural History of the Arab World
3	Selections from Arabian Literature
4	major contemporary debates, issues related to identity, predominant ideological discourses in Arab societies
5	basic word structure - sentence structure
6	pronoun patterns - verb tenses
7	singular - plural forms of nouns - adjectives - adverbs
8	numbers and rules of counting
9	negations
10-11	Preparing correspondence in Arabic and other documents used in the business sector.
12	General review of the course

Informatics applications in management

Academic Department: Operations and Information Management

Semester and Year: Second/First

Weight: 3

Course Description:

This course provides students with an overview of the utilization of business application software and problem-solving using that software, using theoretical and empirical tools, analyzes and studies the design, implementation and effects of Informatics applications. The course focuses on the digital transformation of society.

Course Objectives:

1. Provide students with basic concepts of how Informatics applications are used in organizations for meeting strategic and operational goals.
2. Enable the student to know the software and hardware components, information structures, basic business organization and processes.

Student Learning Outcomes:

- Distinguish and explain the difference between data, information, and knowledge.
- Understand and be able to explain the impact of Informatics applications on basic business processes and the difference between functional and cross-functional data and information availability.
- Define the steps to the Systems Development Life Cycle and the roles of professionals in business and computing industries with respect to information systems.
- Understand how Informatics applications have contributed to the globalization of business.
- Acquire beginning skills with industry-standard application software to solve business-related problems, present information from data, perform functional calculations, and select appropriate software for various business tasks.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Process, Systems, and Information, David M. Kroenke, ISBN: 0-13-278347-9 MIS Cases Decision Making with Application Software, 4th Edition, Lisa Miller (Same book used in MIS 128 course), ISBN-10 0-13-238105-2, 2021.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course

Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Hardware, software, Networks and Database Processing
3	Collaboration processes and information systems
4	Impact of Web and social media on business process
5	Business intelligence and security
6	process management and systems development
7	IT Management
8-9	Excel - Access Training
10	SAP Training
11	Data Analysis Software Management
12	General review of the course

Statistics and Probability

Academic Department: Operations and Information Management

Semester and Year: Second/First

Weight: 2

Course Description:

This course provides an elementary introduction to probability and statistics with applications, and case studies. Course topics include: basic probability models; random variables; discrete and continuous probability distributions; statistical estimation and testing; confidence intervals; and an introduction to linear regression.

Course Objectives:

- A. The objective of this course is to acquaint students with probability, descriptive statistics and statistical inference and demonstrate real world applications using examples drawn from various fields.
- B. Enabling students to conduct statistical analysis and its uses.

Student Learning Outcomes:

1. Demonstrate understanding of various statistical terms and methods for summarizing, organizing, and presenting data.
2. Describe sample space and events and demonstrate their knowledge of various counting techniques, notions of probability, random variables and various discrete and continuous probability distributions.
3. Demonstrate conceptual understanding of sampling distributions and the central limit theorem.
4. Perform statistical analysis, such as estimation, hypothesis testing, regression, and draw conclusions.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Introduction to Probability, Statistics, and Random Processes by Hossein Pishro-Nik, 2012.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	The Nature and Probability of Statistics
3	Frequency Distribution and Graphs
4	Data Description
5	Probability and Counting Rules
6	Discrete Probability Distributions
7	Normal Probability Distributions
8	Confidence Intervals and Sample Size
9	Hypothesis Testing
10	Testing the Differences Between Two Means, Two Proportions, and Two Variances
11	Correlation and Regression
12	General review of the course

Intermediate Accounting

Academic Department: Financial and Banking Management

Semester and Year: Second/First

Weight:3

Course Description:

It is designed to discuss the theoretical foundation of financial accounting, basic issues related to measurement, reporting of financial statements, and disclosure issues related to current assets. Also, the course provides information relating to revenue recognition

Course Objectives:

- A. Introducing the student to the time value of money
- B. Exercise appropriate judgment in selecting and presenting information.

Student Learning Outcomes:

1. Appropriately record the accounting activities and accounting entries for selected topics or periods of time for an ongoing business enterprise.
2. Prepare comprehensive financial statements for an ongoing business enterprise.
3. Demonstrate an understanding of the measurement focus, reporting requirements, and generally accepted accounting principles for organizations and their affiliates.
4. Illustrate an understanding of liability transactions, investments, stockholder equity components, comprehensive income reporting, income taxes, reporting pension funds, financial statement analysis, and accounting transaction error identification and correction.
5. List the uses and limitations of financial statements.
6. Demonstrate how to accounting for revenue recognition.
7. Evaluate the process of selecting and presenting information relating to balance sheet, income statement, and statement of cash flows.
8. Judge the process of selecting and presenting information relating to revenue recognition.
9. Interpret and review statement of cash flows.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

- ❖ Intermediate Accounting 2nd Edition, by Hanlon, Hodder, Nelson, Roulstone, Dragoo Cambridge Business Publishers Volume 2 ISBN: 978-1-61853-335-7, 2019.
- ❖ Access to Intermediate Accounting 2nd Edition by Hanlon, Hodder, Nelson, Roulstone, Dragoo Cambridge Business Publishers Volume 1, 2020.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Time Value of Money
3	Liabilities
4	bonds
5	Investments
6	Stockholder equity recognition and components
7	Share based compensation and earnings per share
8	Accounting for income taxes
9	Revenue Recognition
10	Statement of Cash Flow
11	Accounting changes and error corrections
12	General review of the course

Introduction to Marketing

Academic Department: Marketing
Semester and Year: Second/First
Weight: 3

Course Description:

This course introduces students to the concepts and skills needed to create and critique effective marketing. Marketers in all organizations require an understanding of the many facets of marketing, beyond simply advertising or communications.

Course Objectives:

- A. Introduce students to the role of marketing and its importance in contemporary organizations and society.
- B. Introduce students to marketing principles, concepts and models from a practical perspective.
- C. Enable students to analyze a variety of real-life examples and case studies alongside the theoretical study of marketing.

Student Learning Outcomes:

1. Appreciate the role of marketing as an organization-wide philosophy and understand that marketing begins and ends with the customer.
2. Critically analyze, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
3. Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
4. Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others through the use of quantitative and qualitative methods.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

R. Kerin, S. Hartley & W. Rudelius, Marketing, 11th edition, Irwin/McGraw-Hill, 2012.

Course Assessment Criteria:

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Quiz	20%
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Important Notes:

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Course Outline

Sessions	Topic
1	Introduction
2	Creating Value through Marketing
3	Customer Decision Making
4	Segmenting, Targeting and Positioning
5	Branding
6	Developing New Products
7	Product Life Cycle
8	Services and Event Marketing
9	Pricing Issues in Marketing
10	Distribution
11	Integrated Marketing Communications
12	General review of the course

English Language -Business Language 1

Academic Department: Basic and Associate sciences

Semester and Year: Second/First

Weight: 2

Course Description:

This course is designed to acquire and develop the English language knowledge and skills used in the business world.

Course Objectives:

- A. The aim of the course is to prepare students to use English for their professional studies in the Higher School of Economics and consequently for their professional needs in real life and work.
- B. This course will further give the students the opportunity to speak on general topics, to communicate in Business environment and to understand texts on business and finance in the English-speaking world.

Student Learning Outcomes:

1. Demonstrate the ability to identify grammatical rules and their proper usage in context.
2. Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of business administration.
3. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.
4. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Cotton D., Falvey D., Kent S. Market Leader. Intermediate Business English. Longman, 2001.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

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Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
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Important Notes:

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Course Outline

Sessions	Topic
1	Introduction
2	Meetings: Managing a meeting Getting involved in meetings Brainstorming and evaluating
3	Negotiations: Building relationships Positions and interests Questioning and clarifying Bargaining Clinching the deal
4	Socializing: Breaking the ice Keeping conversations going Social networking Active listening
5	Passive voice
6	modals
7	relative clauses
8	conditional sentences
9	reported speech
10	various forms of words, collocations and phrasal verbs.
11	Speaking intonation and stress, word stress, sentence stress, rhythm (pausing), diphthongs.
12	General review of the course

French Language - Business Language 1

Academic Department: Basic and Associate sciences

Semester and Year: Second/First

Weight:2

Course Description:

The class emphasizes the vocabulary, cultural knowledge, and linguistic skills and tools that a student needs in order to work and succeed in an international French-speaking environment. The course will engage students with the business world through practice in the job search process, interviewing, interacting and performing in a French-speaking working environment.

Course Objectives:

- A. Providing students with a better understanding of administration and business in many countries, especially French-speaking countries
- B. Developing students' communication abilities and French language skills needed to participate in the business world.
- C. Enabling students with practical applications for writing correspondence, CV preparation, and conducting interviews in the French language
- D. Enabling students with language for communication (speaking/listening, writing/reading) in French in real-life formats, such as: radio, TV, commercials, newspaper, and blogs.

Student Learning Outcomes:

- I. Distinguish and classify aspects of the economy and the organization of commercial firms.
- II. Examine and formulate a plan for applying for work in the French-speaking world.
- III. Design and compose CV in French.
- IV. Imagine and construct a letter of interest for a position in a French-speaking company and also plan a strategy for responding to a French interview.
- V. Choose a product, analyze its potential success and devise a marketing campaign in French.
- VI. Deepen the understanding of French grammar and proficiency in the language through exercises and communicative activities so that students can express themselves accurately and comprehensibly.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

À la recherche d'un emploi: Business French in a Communicative Context, 2017.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	The different types of businesses
3	The corporate culture
4	Regulations and ethics in the world of work
5	The different types of employment contract
6	Writing a Cover Letter and Resume
7	Job Interview
8	Arranging a Business Meeting
9	Asking for Information About Office Procedures
10	Talking about your Business Routine
11	Going on a French Business Trip
12	General review of the course

Second year

Application of Statistics in management

Academic Department: Operations and Information Management

Semester and Year: First/Second

Weight: 2

Course Description:

In this course, we will focus on learning various statistical techniques and their applications that will assist you in making business decisions. The primary objective of this course is to enable students to perform and understand statistical analysis of data, with the view of being able to critically evaluate statistical reports or findings and how statistics is used by others and how it impacts your professional life in the business world.

Course Objectives:

Enable student to explore and describe data, examine sampling distributions, make estimations, test hypotheses, perform simple and multiple regression analysis, and build models using extensive software applications both independently and collaboratively.

Student Learning Outcomes:

- I. Explain the concepts of descriptive statistics and use sample statistics to make inferences about population characteristics.
- II. Recognize different models of statistical processes such as hypothesis testing and linear and multiple regression, etc.
- III. Explain statistical processes and choose which process to use for particular data analysis applications.
- IV. Learn to interpret statistical results as a basis for decision making;
- V. Learn to use applicable statistics software.
- VI. Collaborate effectively to use statistical analysis to address business challenges.
- VII. Communicate your interpretation of the results of statistical analysis logically and persuasively in speaking and writing.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

The course textbook Applied Statistics in Business and Economics (5th Edition) by David Doane and Lori Seward, 2014.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Descriptive Statistics
3	Random Variables
4	Probability Distributions
5	Sampling Distributions
6	Confidence Interval
7	Hypothesis Testing
8	Chi -Square Tests
9	Two Sample Comparisons
10	Simple Linear Regression OLS coefficients, ANOVA tables, Transformations and Diagnostics
11	Multiple Regression
12	General review of the course

Applied Mathematic for Management

Academic Department: Operations and Information Management

Semester and Year: First/Second

Weight: 2

Course Description:

This course will introduce and reinforce fundamental concepts of mathematical modelling that are commonly used in business applications. Student will learn about the properties of mathematical functions and how they are applied across the functional areas of business. Students will use Excel to analyze mathematical models and summarize their findings in a business report. Essential concepts of financial mathematics will also be covered.

Course Objectives:

- A. Focus on building mathematical models for business related problems.
- B. Teach students mathematical functions that are most commonly used in business applications.
- C. Teach students fundamental concepts of financial mathematics.

Student Learning Outcomes:

1. Assess basic arithmetic and algebra
2. Use functions that are most commonly used in business applications
3. Use Excel as a graphing and modelling tool
4. Calculate fundamental financial mathematics

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Mathematics Applied to Engineering and Management (Mathematical Engineering, Manufacturing, and Management Sciences) 1st Edition, Kindle Edition, by Mangey Ram and S.B. Singh, 2019.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Functions of revenue, cost and profit... the Formulation and resolution of mathematical problem
3	Using inequalities in the formulation of economic constraints and the optimization problem
4-5	Formulate and solve functions of supply and demand and elasticity
6-7	Using exponential functions to formulate growth and development problems
8	Dealing with percentages
9	Concepts of financial accumulation, discounts, simple and compound interest, net present value as a numerical succession
10	Trade-offs between investment projects
11	Applications of matrices in formulating and solving administrative problems, calculating the determinant of a matrix, solving linear equations, inverse of a matrix.
12	General review of the course

Organizational Management

Academic Department: Human Resources Management

Semester and Year: First/Second

Weight: 3

Course Description:

This is an introductory course designed to help you develop an understanding and awareness of the essentials of managing and of the way organizations behave. By exploring the four pillars of management: planning, organizing, leading, and controlling, we will discover how organizations leverage their scarce resources to achieve their goals.

Course Objectives:

- A. Provide students an overview of the field of management, and insights into the concept of organizational structure.
- B. Introduce students to the history, lexicon, and practices of management.

Student Learning Outcomes:

1. Identify and evaluate relevant management issues and information.
2. Generating and evaluating possible solutions to management problems.
3. Identify and analyze material factors that are involved in management problems.
4. Determine and apply appropriate problem-solving techniques to management problems.
5. Use information technology as a tool to perform essential management tasks.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Organizational Management: Approaches and Solutions 1st Edition by Professor Peter Stokes, Neil Moore, Simon M Smith, 2016.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	The Nature of Management
3	Social Responsibility and Managerial Ethics
4	International Management and Globalization
5	Individual and Group Decision Making
6	Planning
7	Organizational Structure and Design
8	Managing Diverse Human Resources
9	Groups and Teams
10	Motivation and Incentives
11	Organizational Change and Development
12	General review of the course

National Culture

Academic Department: Basic and Associate sciences

Semester and Year: First/Second

Weight: 1

Course Description:

This course aims to participate in creating national awareness for students in an active dialogue environment. The course will also focus on national values Syrian achievements in different fields. additionally, this course discusses various issues which contribute to the national identity.

Course Objectives:

Expand students' knowledge on key issues of culture and cultural heritage in a Syrian and global transnational perspective.

Student Learning Outcomes:

- I. Critically analyze the interplay between business and politics.
- II. The importance and the challenges of Syria's location
- III. The main historical events
- IV. The main achievements of Syria Arab Republic
- V. The main problems facing the country
- VI. The economic struggles and the resources in Syria
- VII. Syria's economic development
- VIII. Syria's cultural movement

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its wight is calculated by students affairs directorate.

STUDENT CONDUCT:

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- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2-3	National Culture
4-5-6	Geopolitics of Syria
7-8-9	Syria's history
10-11	Economic values of national cultural
12	General review of the course

English Language – Business Language 2

Academic Department: Basic and Associate sciences

Semester and Year: First/Second

Weight: 2

Course Description:

The course is designed to improve your ability in speaking, reading, writing and listening in a business context. The focus will be on the language you need for activities and commercial businesses.

Course Objectives:

- A. Enable students to master various language, social and business skills.
- B. Raise students' awareness across a range of business subjects, and to practice language as used in the business environment

Student Learning Outcomes:

- I. essential economic and business information
- II. use business vocabulary appropriately
- III. discuss and respond to the issues in the articles
- IV. to use business skills (giving presentations, negotiating, telephoning, giving teleconferences, etc.)

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Global Intermediate Level Business Class Student's Book Pack Perfect Paperback, 2013.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	First Impressions
3	Training
4	Negotiation
5	Marketing
6	Employment trends
7	Ethics
8	Finance
9	Strategy
10	New business
11	Project management
12	General review of the course

French Language – Business Language 2

Academic Department: Basic and Associate sciences

Semester and Year: First/Second

Weight: 2

Course Description:

The course concerns, especially, how to communicate in a business context. We are concerned with both communication within a company and without.

Course Objectives:

This course enhances communication in a wide range of business-related areas. The course should be useful to business and management students who may need to communicate in French in a business environment.

Student Learning Outcomes:

1. Practice the various forms and conventions of business communication (oral and written).
2. Develop an awareness of and greater mastery of linguistic structures essential to the business setting.
3. Gain confidence in communicating and in performing a variety of functions in French
4. Read and discuss business texts in French.
5. Develop an awareness of cultural difference, as well as social and economic factors that affect business.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Objectif Express 1 – 2e édition / Nouvelle édition: Le monde professionnel en français / Livre de l'élève + DVD-ROM + Karte mit Code Paperback – 2020

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Make appointments and plan them
3	Present your organization at work
4	Discuss problems or organizational difficulties at work
5	Make a simple assessment of your first month of work
6	Talk about a professional career and share motivations
7	React when faced with a problem Report on a mission
8	Discuss about a professional event and its organization
9	Make a simple speech
10	Promote a product / service
11	Write meeting report
12	General review of the course

Management Information Systems

Academic Department: Operations and Information Management

Semester and Year: Second/Second

Weight: 2

Course Description:

Students acquire the basic knowledge and skills needed to effectively utilize information systems and technology in support of organizational strategy.

Course Objectives:

Provide students with a basic understanding of how Information Systems are used in organizations for meeting strategic and operational goals.

Introducing students to the software and hardware components, information structures, basic business organization and processes, information system security, and networks.

Student Learning Outcomes:

1. Explain what a management information system (MIS) is and describe its role in decision making within organizations.
2. Explain how the components of an MIS add value to an organization.
3. Solve business problems using information technology (computers, networks, and various software solutions, such as Word and Excel).
4. Solve business problems using decision-making systems.
5. Identify privacy, security, and freedom of information issues in a business environment.
6. Solve business tasks in MS Word and Excel.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Baltzan, P. (2021). Business driven information systems (7th ed.). McGraw Hill Ryerson. ISBN: 9781260736656

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Information Systems in Organizations
2	Decisions and Processes—Value-Driven Business
3	Ethics and Information Security—MIS Business Concerns
4	Infrastructures—Sustainable Technologies
5	Data—Business Intelligence
6	Networks—Mobile Business
7-8	Enterprise Applications—Business Communications
9	Systems Development and Project Management—Corporate Responsibility
10	Hardware and Software Basics and Networks and Telecommunications
11	Telecommunications Designing Databases & Emerging Trends and Technologies
12	General review of the course

Managerial Accounting

Academic Department: Financial and Banking Management

Semester and Year: Second/Second

Weight: 3

Course Description:

This is an introduction to students whose majors require understanding the impacts management choices have on organizations; knowledge of basic management accounting tools, techniques and best practices; and the ability to leverage the variety of information the accounting discipline provides managers and organizational decision makers. The primary focus of the course is the development, presentation and understanding of accounting information useful to a variety of stakeholders when analyzing results and supporting decisions related to business operations and product costing, sales volume and organizational profits, budgeting and planning, organizational / management performance, and transfer pricing.

Course Objectives:

- A. Enable students to prepare and use of accounting information for use within the firm.
- B. Introduce students to the concepts and principles underlying the managerial accounting procedures and methods.
- C. Enable students to use of accounting information for business decisions and as a basic language of business.

Student Learning Outcomes:

1. Develop an understanding of basic financial accounting in pursuit of "organizational goals and strategies".
2. Familiarization with the technical skills of Managerial Accounting, Operating Decisions and Financing Decisions.
3. The ability to identify relevant information, the appropriate methods for analyzing information, working together in on financial, global, and ethical environment.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

- Managerial Accounting for Undergraduates, by Christensen, Hobson, Wallace, Matthews, 2nd edition, published by Cambridge Business Publishers, ISBN: 978-1-61853-309-8
- Garrison, R.H., Noreen, E.W., Brewer, P.C., (2014). Managerial Accounting, 15th Ed. New York: McGraw-Hill Higher Education (978-0-07-802563-1)

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Managerial Accounting Concepts and Cost Flows
3-4	Cost Accounting Systems
5	Cost-Volume-Profit Relationships
7-6	Variable Costing: A Tool for Decision Making
8	Relevant Costs and Short-Term Decision Making
9	Planning and Budgeting
10	Standard Costing and Variance Analysis
11	Flexible Budgets and Performance Analysis
12	General review of the course

Public Finance

Academic Department: Financial and Banking Management

Semester and Year: Second/Second

Weight: 2

Course Description:

Students examine the rationale for government intervention in a market economy, the assessment of public policy, and the impact of government expenditures and taxation on the economy and the citizenry.

Course Objectives:

- A. Develop an understanding of why and how the government may intervene in the economy, and to study the effect of government expenditure programs and taxation systems on the welfare and behavior of citizens.
- B. Enable students to analyze of the theoretical bases that guide government intervention in the economy; the discussion of a range of issues in public finance with a focus on current policy debates; and the presentation of empirical methods used in economics to evaluate the effect of public policies.

Student Learning Outcomes:

1. Explain the rationale for government intervention in the market economy.
2. Illustrate different ways of government intervention in the market.
3. Analyze the consequences of government intervention in terms of efficiency and equity.
4. Evaluate the two alternative expenditure programs.
5. Compare the effects of direct versus indirect taxation.
6. Identify the factor(s) affecting the inefficiency of the taxation.
7. Compute optimal tax rate.
8. Demonstrate the effect of taxation on labor supply.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Jonathan Gruber, Public Finance and Public Policy, 2nd Edition, Worth Publishers, 2007.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%

Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	The Role of Government in a Market Economy
3	The Public Sector in Syria
4	Externalities – Problems, Solutions and Applications
5	Public Goods
6	Budgeting
7	Fiscal Deficit and Public Debt
8	Taxation
9	Taxation and Economic Efficiency
10	Tax Inefficiencies and Their Implications for Optimal Taxation
11	Performance Evaluation in Public Sector Organizations
12	General review of the course

Human Resource Management

Academic Department: Human Resources Management

Semester and Year: Second/Second

Weight: 3

Course Description:

The course covers theory and problems of personnel administration as they relate to the various levels of management. The course examines contemporary human resources subject matter and practices including strategic HR management, performance, recruitment & selection, training & development, leadership development, compensation and benefits, labor relations, and employment. The theories and techniques taught in this course are applicable for management positions in every type of company and are essential for anyone interested in a managerial role.

Course Objectives:

Provide students with theories and concepts of contemporary personnel management, to facilitate comprehension of the main functions and responsibilities of HR managers.

Student Learning Outcomes:

1. Clarify the today's human resource management (HRM) processes and practices;
2. Clarify the necessity for job-related HRM systems;
3. Analyze problematic HRM systems within a wide range of organizational settings and provide appropriate improvements in processes and practices;
4. Conduct a rudimentary job analysis and state how that information is used to develop job-related HRM processes and practices;
5. Draw linkages between the various HRM systems and practices within organizations.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Human Resource Management 15th Edition by Gary Dessler, 2016.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Human Resource Management
2	Strategic and Global HRM
3	Making Hiring Decisions
4	Analyzing the Job
5	Human Resource Planning, Recruitment, and Selection and Assessment
6	Performance Management and Midterm Evaluation
7	Employee Separation and Retention
8	Training and Development
9	Compensation and Benefits
10	Collective Bargaining and Labor Relations
11	Employee Relations and Workforce Diversity
12	General review of the course

Macroeconomics

Academic Department: Basic and Associate Sciences

Semester and Year: Second/Second

Weight: 3

Course Description:

This course include fundamental economic ideas and the operation of the economy on a national scale. Production, distribution and consumption of goods and services, the exchange process, the role of government, the national income and its distribution, GDP, consumption function, savings function, investment spending, the multiplier principle and the influence of government spending on income and output. Analysis of monetary policy, including the banking system and the Reserve System.

Course Objectives:

- A. Enable students to analyze the functioning of the aggregate economy starting from basic aggregate data measurement and concepts.
- B. Help students understand how modern macroeconomics can shed light on facts such as business cycles, economic growth, unemployment and money.
- C. Clarify the scope for policy interventions to improve macroeconomic performance.

Student Learning Outcomes:

1. Show knowledge and understanding of the basic analytical concepts that are essential for understanding the global macro economy.
2. Be able to apply model ideas to basic situations.
3. Be familiar with the range of perspectives and approaches found in macroeconomics.
4. Understand the basic issues facing macroeconomic such as unemployment, inflation, stabilization policy, current account and debt, among others.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

- ❖ N. Gregory Mankiw, M. Taylor, Macroeconomics, European Edition / 2ed, Palgrave Macmillan, 2014.
- ❖ Olivier Blanchard, Macroeconomics, Global edition / Pearson, 2016

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course

Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	General equilibrium and the monetary system
3	Inflation and the role of central banking
4	Structural vs. cyclical unemployment
5	Model of capital accumulation and growth
6	Business cycles and the economy in the short run
7	Short run fluctuations and trade-offs
8	Equilibrium in an open economy and exchange rate regimes
9	Monetary policy and the evolution of stabilization policy after the crisis
10	Government debt and deficit
11	Financial stability and crises
12	General review of the course

English Language – Business Language 3

Academic Department: Basic and Associate sciences

Semester and Year: second/Second

Weight: 2

Course Description:

Employers ranked the ability to communicate and to use technology as two of the most important skills for new employees. As such, this course is designed to provide you with an opportunity to learn managerial communication skills that can be immediately transferred into a professional work environment.

Course Objectives:

The course focuses on introducing students to the general vocabulary of work-place English and the main language functions and is aimed at acquiring language mastery relevant to common business communication areas, such as professional development and managing change. To acquire the basic skills of business communication within multiple touchpoints from which to explore the possibilities of use of any given language skill. To master presentation agility and fluency with the various skills, practical training in functional business areas.

Student Learning Outcomes:

- V. To develop skills in writing e-mails (business correspondence).
- VI. To develop skills of participating in dialogue on general, academic, and professional topics. (active listening, questioning, responding to questions, discussion strategies).
- VII. To develop understanding of specialized complex longer texts/articles and reports concerned with contemporary problems (CEFR).
- VIII. To improve understanding of dialogues and polylogues.
- IX. To develop skills in writing essays.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

The Advanced Business English Guide: How to Communicate Effectively at The Workplace and Greatly Improve Your Business Writing Skills Paperback – June 4, 2020 by Christopher Hill.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%

Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Role of Communication in the Workplace
3	Tailoring the Message to the Audience
4	Cross-Cultural Communication
5	Basics of Business Writing
6	Writing to Build Goodwill
7	Fundamentals of Writing Business Messages
8	Positive and Direct Messages
9	Negative and Indirect Business Messages
10	Persuasive and Sales Messages
11	Delivering the Speech
12	General review of the course

French Language – Business Language 3

Academic Department: Basic and Associate sciences

Semester and Year: First/Second

Weight: 2

Course Description:

This course gives tuition in translation, phonetics, advanced grammar and syntax, through assignments and class exercises (oral and written).

Course Objectives:

The aim of the course is to extend and deepen knowledge of French as used in professional contexts. To that end, students improve their language proficiency as is appropriate in everyday communicative situations and in business-related contexts. Moreover, a special focus will also be given to the intercultural communication dimension.

Student Learning Outcomes:

- I. Oral communication in professional contexts: oral presentation, participation in simulated meetings, presentation of results and case analyses, debates, and defending position.
- II. Written communication in professional contexts: professional text, letters and e-mails, cover letters, meeting minutes, summaries.
- III. Commenting on graphs and tables.
- IV. Understand business-related documents: articles and specialized texts.
- V. Understand audio(visuals) documents: interview, presentation and debate about business-related subjects.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Penfornis, Jean-Luc (2017), Affaires.com - Français professionnel - Niveau B2/C1, Clé International, ISBN: 978-2-09-038682-0

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Issues affecting the economy and businesses
3	Training
4	Project management
5	Communicate with your clients, your colleagues and your superiors in a work environment
6	Negotiating
7	Revenue and taxes
8	Management and leadership
9	Marketing
10	advertising
11	Industrial relations
12	General review of the course

Commercial and corporate law

Academic Department: Basic and Associate Sciences

Semester and Year: Second/Second

Weight: 2

Course Description:

This course introduces students to the legal principles and rules that regulate business and commercial companies.

Course Objectives:

- A. Enable students to identify commercial businesses and differentiate them from non-commercial businesses
- B. Introducing the student to the most important types and legal forms of companies and the fundamental differences between them
- C. Enabling the student to choose the appropriate legal form for his work

Student Learning Outcomes:

1. Clarifying the basic principles of commercial law
2. Discuss the main principles and rules that seek to regulate and protect different participants within companies, especially their directors, shareholders and creditors.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

- Dignam, A. and J. Lowry Company law. (Oxford: Oxford University Press, 2022) 12th edition [ISBN 9780192865359].
- Paul L Davies and S Worthington: Gower and Davies; Principles of Modern Company Law (2012, 9th edn) (Gower and Davies)
- LS Sealy & S Worthington: Cases and Materials in Company Law (10th Edn. OUP, 2013) (Sealy - Cases)

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Commercial Law
3	Commercial Business
4	Merchant
5	the shop
6	Establishment of the company
7	The legal forms of companies
8	Solidarity Company
9	Limited partnership and joint venture company
10	Limited Liability Company
11	Joint stock company
12	Dissolution of the company - General review of the course

Third year

Databases

Academic Department: Operations and Information Management

Semester and Year: First/ Third

Weight: 2

Course Description:

The emerging trend of organizations and business decision making is based on data-driven decision-making. In fact, data are now recognized as a major organizational resource to be attained and managed like other assets such as land, labor and capital. The ability to structure, access, manage and leverage this valuable resource is becoming more and more critical to all organizations, large or small, public or private. At the core of every information system, is the database. Developments in database technology have produced systems that are more powerful and easier to use, develop, and maintain.

Course Objectives:

- A. Clarify the theory, application, and management of relational database technology.
- B. Introduce students to the benefits supported by database systems is particularly the case for relational databases.

Student Learning Outcomes:

1. Understand relational data model in terms of data structure, data integrity, and data manipulation.
2. Understand and create conceptual database models.
3. Design data structures that will limit redundancy and enforce data integrity while conforming to organizational requirements utilizing normalization methodology.
4. Understand the theory behind the relational data model as it applies to interactions with current database management systems.
5. Interpret a given data model to query the database and transform the data into information using SQL (Structured Query Language).
6. Implement a data model in a current RDBMS.
7. Create reports based on transactional data.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Coronel, C. and S. Morris, "Database Systems: Design, Implementation, & Management," 12th edition, Cengage, 2016

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Database Concepts
2	Database Environment
3	Relational Model
4	DB Creation
5	Constraints
6	Data Manipulation
7	Normalization
8	Database Objects
9	table queries
10	Subqueries
11	Big Data
12	General review of the course

Operation research

Academic Department: Operations and Information Management

Semester and Year: First/ Third

Weight: 3

Course Description:

Operations Research is the study of scientific approaches to decision-making. Through mathematical modeling, it seeks to design, improve and operate complex systems in the best possible way. The mathematical tools used for the solution of such models are either deterministic or stochastic, depending on the nature of the system modeled. In this course, you will learn very powerful modeling and solution techniques for decision-making problems that are used today by many successful companies to help them save/earn millions.

Course Objectives:

- A. Introduce students to models commonly used in the analysis of complex decision-making problems.
- B. Enable students how to formulate practical problems into mathematical models, and how to use software to solve them in a reasonable amount of time.
- C. Introduce students to the fundamental mathematical principles on which solution methods are built.
- D. Introduce students how to analyze the results of a model, interpret them, and present the insights obtained from their analysis.

Student Learning Outcomes:

1. Appropriately formulate Linear Programming models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these LP problems.
2. Appropriately formulate Network models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Network problems.
3. Appropriately formulate Queuing models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Queuing problems.
4. Interpret and apply the results of an operations research model.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Paul A. Jensen and Jonathan F. Bard, Operations Research - Models and Methods, Wiley 2003.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Operations Research (Modeling Approach)
2	Linear Programming
3	Introduction to the Simplex Method
4	The Essence of Duality Theory
5	Primal-Dual Relationships Sensitivity Analysis
6	Transportation Problem
7	Networks & Shortest Path Minimum Spanning Tree
8	Maximum Flow and Minimum Cost Network Flow
9-10	Project Planning CPM/PERT
11	Queueing Theory
12	General review of the course

Financial Management

Academic Department: Financial and Banking Management

Semester and Year: First/ Third

Weight: 3

Course Description:

This course is concerned with the financial management of the firms that operate in the increasingly local and global business environment. Emphasizing concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms.

Course Objectives:

- A. Develop a foundation of financial management concepts.
- B. Enable to the student to understand how corporations make important investment and financing decisions, and how they establish working capital policies. This course describes the corporation and its operating environment; it will help any future manager to understand how the finances of a company work, and how they will be interfacing with finance.

Student Learning Outcomes:

1. Understand the role and place of the finance functions in the business organization.
2. Familiarize with the concept of optimal capital structure.
3. Know how to project a firm's future financing needs.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Understanding Financial Management: A Practical Guide 1st Edition by H. Kent Baker, Gary Powell, 2005.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Budgets
3	Break-Even Analysis
4	Cost Allocation
5	Time Value of Money
6	Long-Term Financing
7	Investment Management
8	The Balance Sheet
9	The Activity Statement
10	The Cash Flow Statement
11	Financial Statement Analysis
12	General review of the course

Organizational behavior

Academic Department: Human Resources Management

Semester and Year: First/ Third

Weight:3

Course Description:

Organizational behavior (OB) is a field of study that seeks to understand, explain, and improve human behavior in organizations. Most organizations focus their efforts on improving two aspects of human behavior: (1) job performance—the degree to which individuals perform the behaviors needed for the organization to achieve its goals; and (2) organizational commitment—the degree to which employees remain loyal to the organization rather than seeking employment elsewhere. This course will help explain and provide ways to these aspects.

Course Objectives:

- A. Increase your knowledge of OB concepts so that you can understand and analyze how organizations and the people within them work.
- B. Provide you with opportunities to apply OB concepts to real-world problems faced by managers.
- C. Develop your leadership and management potential.

Student Learning Outcomes:

1. Identify and define organizational behavior concepts.
2. Apply those concepts to improve you understanding of your own work attitudes and behaviors.
3. Apply those concepts to improve the functioning of an organizational unit.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Text - Colquitt, LePine, & Wesson, M. J. Organizational behavior: Improving performance and commitment in the workplace, 2018.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to OB
2	Decision-Making
3	Motivation: Expectancies, Needs, Values and Goal-Setting
4	Personality: Feedback and The Big Five
5	Influence: Acquiring, Using Power, Networks, Give and Take and Persuasion
6	Negotiation: Distributive and Integrative Bargaining
7	Leadership: Team Effectiveness and Change Processes
8	Organizational Context: Dynamic Environments and Culture
9	Job Performance
10	Organizational Commitment, Trust, Justice, and Ethics
11	Team Characteristics & Diversity
12	General review of the course

Social responsibility and business ethics

Academic Department: Human Resources Management

Semester and Year: First/ Third

Weight: 1

Course Description:

This course introduces students to the relevance and importance of ethics and social responsibility in business. Important learning objectives are to increase students' awareness and understanding of ethical issues in business, and to provide students with useful conceptual tools to guide analysis and decisions. The ultimate intent of the course is to leave students better equipped to identify, think critically about, and resolve ethical issues that are encountered in one's working life at the individual, organizational, and societal levels.

Course Objectives:

- A. Introduce students to some of the ethical questions you may face in business.
- B. Enable students to be familiar with the issues and recognize ethical problems lurking in places you may have thought were safe.
- C. Clarify the philosophical reasoning about ethics and to show you how reasoning in this way about hard choices, rather than relying on gut feeling or others' opinions, can be valuable.
- D. Improve students' skills at communicating about ethics, these include the skill of explaining his/her own views and arguments clearly as well as the ability to listen to others' views and arguments charitably.

Student Learning Outcomes:

1. Increase the awareness of the ethical dimension of business and its decision making process across all functions.
2. Become familiar with the social standards, values, ethical principles and moral philosophy that provide criteria for decision making.
3. The role of business ethics in the Syrian as well as global business environment and to recognize the challenges of business social responsibility.
4. Develop critical thinking skills via the application of concepts and theories to business cases.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Business Ethics and Social Responsibility Paperback – May 16, 2018 by Raheem Cameron.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction to Ethical Frameworks
2	Making Ethical Decisions: Ethics, Responsibility and Accountability
3	Corporate Social Responsibility
4	Organizational Mission, Vision and Values
5	Employees: Professional Obligations
6	Employees: Rights, Discrimination, harassment, Privacy, Health and safety
7	Consumers: Protection and Product recalls
8	Marketing: Pricing, quality, labeling
9	Global Business Ethics
10	Shareholders and the Ethical Business Firm (Corporate governance)
11	Natural Environment and the Community
12	General review of the course

Marketing Management

Academic Department: Marketing
Semester and Year: First/ Third
Weight: 3

Course Description:

This course covers principles of market-driven managerial decision making that determine competitiveness in dynamic consumer and organizational markets.

Course Objectives:

- A. Help student to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.
- B. enhance student's knowledge about marketing theories, principles, strategies and concepts and how they are applied
- C. provide student with opportunities to analyze marketing activities within the firm
- D. Enable student to apply marketing concepts and theories to realistic marketing situations.

Student Learning Outcomes:

1. Understand the fundamental concepts of marketing and its role in business.
2. Understand market segmentation, targeting, and positioning (STP).
3. Create a marketing plan to develop solutions to marketing problems.
4. Appreciate the ethical and societal aspects of marketing.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Marketing Management 15th Edition by Philip Kotler, Kevin Keller, 2014

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Marketing Strategies
3	Marketing Research to Inform Decisions
4	Selecting Markets
5	Market Entry Strategies
6	Distribution Channels
7	IMC including Social Media
8	B2B Communications and Procurement
9	Marketing Metrics
10	Cause Marketing and Sponsorship
11	Growth Strategies
12	General review of the course

Research Methods and Data Analysis

Academic Department: Operations and Information Management

Semester and Year: Second/ Third

Weight: 3

Course Description:

The research methods and data analysis course focuses on an understanding of scientific and statistical concepts; scientific investigation including the importance of collecting data of the highest possible quality; efficient data analysis using appropriate statistical methods and statistical and data software packages.

Course Objectives:

- A. Introduce students to the theory and practice of research methods and social science more generally, comprising both qualitative and quantitative methods.
- B. Enable students to design research, use qualitative and quantitative methods and research management and ethics.

Student Learning Outcomes:

1. Demonstrate a critical understanding of scientific and basic statistical concepts
2. Undertake critical evaluations of a range of numerical and graphical data and understand how to communicate findings
3. Introduce to a range of qualitative and quantitative social research methods and understand their strengths and weaknesses.
4. Know how to formulate research questions.
5. Understand the relationship between research questions and methodological approach.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Research Methods and Data Analysis for Business Decisions, James E. Sallis , Geir Gripsrud , Ulf Henning Olsson , Ragnhild Silkoset, 2021.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Documents
3	Surveys
4	Sampling
5	Interviews
6	Focus Groups
7	Ethnography
8	Observation
9	Case Studies
10	What is "analysis"?
11	Research Design
12	General review of the course

Supply Chain Management

Academic Department: Operations and Information Management

Semester and Year: Second/ Third

Weight: 2

Course Description:

This course is intended to introduce students to supply chain management including its history, purpose, general principles, career opportunities, and its interrelationships with other functional areas of businesses. It is also intended to introduce standard terms and concepts for communications with supply chain personnel. Understanding the role of supply chain management and its impact on the competitiveness of the firm.

Supply chain management is strategic in orientation and recognizes that the competitive strength of a firm is not only determined by its products but also by the operations and activities that place the products into customers' hands and provide supporting services. Efficient and effective supply chain management enhances firm performance and adds value by increasing asset utilization to gain competitive market advantage. The responsiveness and efficiency of a company's supply chain arising from its design and management is integral to the firm's ability to successfully compete in the global marketplace.

Course Objectives:

- A. Introduce student to the key concepts and techniques that will allow him/her to analyze, manage and improve supply chain processes for different industries and markets. At completion of this course,
- B. Provide student with the skills to assess supply chain performance and make recommendations to increase supply chain competitiveness.

Student Learning Outcomes:

- I. Quantitatively analyze and interpret Supply Chain information
- II. Solve typical Supply Chain Management problems
- III. Document and report Supply Chain performance
- IV. Recognize & address ethical issues that arise when managing Supply Chains.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Supply Chain Management: Strategy, Planning, and Operations (5th Edition) by Sunil Chopra and Peter Meindl. Prentice Hall, 2012.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Business & Functional Strategy
3	Purchasing Management
4	Make-or- Buy Decision
5	The total Cost of Ownership
6	Performance Measurement Performance Measurement System Supplier Relationships, Selection and Supplier Evaluation
7	Ethical and sustainability Strategies
8	Inventory Management
9	Process Management
10	Six Sigma
11	Logistics Transportation Warehousing and Distribution
12	General review of the course

Negotiation management

Academic Department: Marketing
Semester and Year: Second/ Third
Weight: 2

Course Description:

Negotiation is the art and science of securing agreements between two or more parties, who are interdependent and seeking to maximize their outcomes. This course will provide students with the basic knowledge and applied skills to negotiate in a wide array of business settings.

Effective negotiating is crucial for success in any managerial, leadership, or professional role. For some roles, formal negotiations are required in order to create durable agreements such as those seen in sales contracts, strategic alliances, and transfer pricing. For other roles, informal negotiations are more important because differences between/among co-workers, departments, business units, and organizations must be bridged through influence rather than formal authority.

Course Objectives:

Enable student to better diagnose negotiation situations and adopt effective strategies and tactics for those situations.

Student Learning Outcomes:

- I. Develop an awareness for the vast number of situations that can be construed as negotiations
- II. Diagnose a range of negotiation situations and the strategies appropriate to those situations
- III. Develop an awareness of personal negotiation styles, strengths, and weaknesses, as well as a plan to manage personal tendencies
- IV. Learn to both create and claim value in negotiations through a set of cooperative and competitive behaviors that adheres to both personal and professional standards
- V. Manage conflict in a way that improves rather than harms relationships

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Lewicki, Roy J., David M. Saunders, and John W. Minton. Essentials of Negotiation. 2nd ed. Irwin, 2000.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

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Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Preparing for a Negotiation
3	Negotiation Styles/Strategies
4	Ineffective Competitive, Ineffective Cooperatives, Effective Negotiators
5	Simple, two-party negotiations
6	integrative negotiations
7	Agents and ethics
8	Multi-party negotiations and coalitions
9	Disputes and mediation
10	Negotiations and Conflict Management
11	How Would You Know If You Are an Effective Negotiator?
12	General review of the course

Small and Medium Enterprises management

Academic Department: Human Resources Management

Semester and Year: Second/ Third

Weight: 2

Course Description:

This course is designed to examine the requirements of establishing, owning and successfully operating a Small-to-Medium Enterprise (SME). Functional management skills needed for the effective operation of a SME will be explored in detail. Fundamental considerations such as operations management, information and information systems, value chain analysis, talent management, financial planning and control systems, organization and legal issues, network management and marketing strategies will also be explored in the specific context of SMEs

Course Objectives:

Provide students with the opportunity to develop the knowledge, skills and attitudes that are needed to successfully start and manage a small business.

Student Learning Outcomes:

- I. Understand the requirements of establishing, owning and successfully operating a small business– Cognitive and Knowledge Skills.
- II. Assess the organizational requirements of a small business– Knowledge and Practitioner Skills.
- III. Recognize the unique management challenges faced by small business owners and the importance of effective management practices to small business success– Cognitive and Knowledge Skills.
- IV. Be familiar with the phases and activities within the small business life cycle– Knowledge and Practitioner Skills.
- V. Apply the principles and practice of project management, using current project management tools and techniques – Practitioner Skills.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

The Management of Small and Medium Enterprises (Routledge Studies in Entrepreneurship and Small Business) 1st Edition by Matthias Fink (Editor), Sascha Kraus (Editor), 2009.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2	Entrepreneurs
3	Evaluating Business Opportunities
4-5	The Business Plan
6-7	Feasibility Study
8	Franchising
9	Sources of Financing
10	Managing Growing Firms
11	Exit Strategies
12	General review of the course

Public Administration

Academic Department: Human Resources Management

Semester and Year: Second/ Third

Weight: 2

Course Description:

The course will provide an overview of the field of public administration by focusing on its development and importance in modern government operations at the local level.

Course Objectives:

- A. Identify ways that public and private organizations are similar and different.
- B. Discuss the tools that modern public administrators use to pursue public goals, along with the pros and cons of those tools.
- C. Explain the major values that public administration has and illustrate how those affect the work of government.

Student Learning Outcomes:

1. know the basic theories and concepts of public administration.
2. Demonstrate knowledge of public administration applies in practice.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Public Administration and Public Affairs (Required), Nicholas Henry, Prentice Hall, 11th Edition, 2009, ISBN 10: 020568551X, ISBN 13: 9780205685516

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2-3	Theories of Public Organizations
4	Getting, Using, and Protecting Information
5	Measuring, Evaluating, and Improving Public Organizations
6	Public Budgeting
7	Policymaking
8	Intersectoral Administration and Privatization
9	Intergovernmental Relations
10	Public Sector Ethics
11	Public sector governance
12	General review of the course

Business regulations

Academic Department: Basic and Associate Sciences

Semester and Year: Second/ Third

Weight: 2

Course Description:

All business occurs within a particular legal and regulatory environment. This course will examine the structure and effects of that environment.

Course Objectives:

- A. Understand the various legal constraints within which the decision making process operates. A significant and continually increasing number of constraints facing the business professional are legal in nature.
- B. Introduce students to Syrian legal system by exploring the nature of legal relationships in business.

Student Learning Outcomes:

1. Identify the legal constraints faced by the business professional as well as the legal options available to the business professional in responding to and resolving legal issues.
2. Recognize and analyze the laws that affect contemporary businesses, including the laws relating to agency and employment, securities regulation, the organization of a business, and the legal liability of accountants.
3. Describe the ways in which various effect governmental regulations affect contemporary business practices.
4. Balance the concepts of ethics and the law with financial reality in implementing business decisions.

Course Material:

materials will be available to the student by the instructor at the beginning of term.

Supplemental Material:

Business Law and the Regulation of Business 12th Edition by Richard A. Mann, Barry S. Roberts, 2016.

Course Assessment Criteria:

Student performance will be evaluated on a combination of examinations, exercises and classroom participation as follows.

Component	Contribution
Work Grade (attendance & participation, assignments, presentations, interviews, etc.)	20% Set by the course Instructor at the beginning of the course
Quiz	20%
Final Exam	60%
Total	100%

The grade of each part of the above-mentioned is set of 100 by the instructor and its weight is calculated by students affairs directorate.

STUDENT CONDUCT:

- ❖ During class, your cell phone must be set to SILENT (not vibrate) or turned OFF.
- ❖ No electronic device, laptops and tablets may be used in class except with the instructor's permission.

Important Notes:

Aspects of the course schedule may be changed at the lecturer's discretion to reflect course improvements.

Course Outline

Sessions	Topic
1	Introduction
2-3-4	Labor law
5	Social insurance law
6-7	Banking law
8-9	Securities regulations
10	E- commerce law
11	Arbitration for business disputes
12	General review of the course