



## Course Description B.A. Programme Business Management

**1631101 Principles of Management ( 3 Credit Hours )**

**Prerequisite :** (None )

This course includes the study of the evolution of management thoughts through the study of the various management tools, the functions of the management process i.e.: planning , organizing , directing and control, it also includes the study of the various functional departments in the organization such as , production, marketing , finance, human resource management . . . etc.

**1601202 Organizational Behavior ( 3 Credit Hours)**

**Prerequisite :** (1601101)

This course focuses on introducing Behavioral Science concepts as applied to business and industry. Focus will be on examining factors influencing the Behavior of organizational members. The following dimensions will be covered.

The individual dimension : perception and personality. The group dimension : formal and informal groups. The organizational dimension : organizational structure, technology, and leadership. Finally, environmental issues will also be examined.

**1601311 Operations Research (3 Credit Hours)**

**Prerequisite:** (None )

The course covers definition of OR, its historical development , importance and areas of application , decision theory , decision matrix , decision tree , linear programming ( LP ) , graphical method , simplex method ,sensitivity theory , special cases in LP , transportation method , assignment method , network models , critical path method ( CPM ) , program evaluation and review technical ( PERT )



**1601313 Purchasing and Inventory Management (3 Credit Hours)**  
**Prerequisite: (1601311)**

The course presents the following topics: introduction to purchasing and Inventory Management, organizing purchasing and Storage Functions, the relationship between Purchasing Department and other departments in the organization, purchasing and storage procedures, purchasing by the right quality, purchasing by the right quantity, purchasing by the right price, purchasing at the right time , purchasing from the right resource, purchasing of capital equipment's, stores and storage , inventory control .

**1601321 Business Communication (3 Credit Hours)**  
**Prerequisite: (None )**

The course includes the following subjects: communication concepts, grammar review, machines of writing , fundamentals of business writing, development of messages and nonverbal and oral communication .

**1601322 Office Management (3 Credit Hours)**  
**Prerequisite : (None)**

The course covers the following : the concept of office management, the nature of office management , importance of office organizing , office layout, physical office environment , written communication in the office , office automation, office forms , office secretarial works in contemporary office .

**1601403 Human Resources Management (3 Credit Hours)**  
**Prerequisite : (None )**

This course focuses on presenting and discussing the various principles and concepts of Human Resources Management. It stresses the policies, programs and methods that have been developed and implemented successfully in the field.

This course include the discussion of the various functional activities of Human Resource Management such as planning, recruitment, selection, job analysis , performance appraisal, training and development, compensation, career planning and promotion, safety and health, and labor relations.

**1601404 International Business Management (3 credit Hours)**  
**Prerequisite : (None )**

The course includes: the recognition of the business environment of the multinational firms , the international trade concepts, and the management of the various functional activities of the multinational firm.



**1601405 Strategic Management (3 Credit Hours)**  
**Prerequisite : (None )**

This course focuses how to deal with the organization in a comprehensive manner to develop its strategies. It includes the recognition and analysis of the external and internal environment, in addition to its resources and capabilities in order chart its long term strategy. It also includes, comprehensive case analysis to train the student on strategic analysis and strategic decision making .

**1601406 Planning and Control Management (3 Credit Hours)**  
**Prerequisite (None )**

This course is designed to provide the student with information, understanding and practices of planning and controlling functions and their related activities, in addition to their related tools and practices.

This course consists of two functions: planning and controlling. Those areas will be examined as well as contributions to management, in addition to thoroughly, the relationship between them and the other managerial functions

**1601407 Entrepreneurship in Business 160140 (3 Credit Hours)**

This course aimed introducing the manning and characteristics of our entrepreneur and how entrepreneurs deletes to small business and family business. The course also discusses the creation in new ventures and developing business plans.

**1601412 Production and Operations Management (3 Credit Hours)**  
**Prerequisite: (1601311)**

This course contains the following : subjects; introduction production and operations management, operations analysis and decision making, forecasting, strategies and plans for operations, capacity planning for manufacturing and service companies, facility location planning, layout planning, production and process design, just-in-time system, and job design, production operations standards, and work measurements.



**1601414 Production Planning and Control (3 Credit Hours)**  
**Prerequisite: (1601412)**

This course covers the following topics: aggregate planning and scheduling systems, intermittent scheduling, project management, inventory control fundamentals, inventory control applications, material requirements planning, quality control, total quality management, maintenance, and management information systems.

**1601415 Advanced Operations Research (3Credit Hours)**  
**Prerequisite : ( 1601311 )**

This course contains the following : marginal analysis, inventory models , queuing theory , markov chains , gain theory, integer programming , dynamic programming.

**1601431 Health Services Management ( 3 Credit Hours )**  
**Prerequisite : (None )**

The course includes the following subjects: introduction to the health system, its services and organization ; the special features of health care organizations, constraints and problems; hospitals as the focal point of health care systems, managed and organizations;) contemporary issues of the health sector need to be addressed such as quality, cost, competition and marketing of Health Services.

**1601432 Tourism and Hotel Management ( 3 Credit Hours )**  
**Prerequisite : ( None )**

This course includes many subject such as organizing hotel services, food and beverages management, procurement, hotel and restaurant management, reservations and receptions, food and shelter , functional activities of management of hotels & motels ,in additions, to the various factors that affect the demand on these services at the micro and macro levels such as entertainment, and historical sites in any particular country.

**1605215 Principles of Management Information Systems ( 3 Credit Hours)**  
**Prerequisite : (None)**

The course focuses on introducing the principles of management information systems (MIS) by focusing on information theory and applications used in business organizations. Emphasis will be on the role of computer systems (information technology) in facilitating end-user computing, decision support, operational support, and strategic advantage. System analysis and design, implementation, and management will be also covered.



**1601422 Knowledge Management (3 Credit Hours)**  
**Prerequisite : (None)**

This course aims of introducing the basic foundation of knowledge management, Technologies for knowledge management, knowledge management systems, knowledge applications system and the future of knowledge management.

**1601419 Total Quality Management (TQM) (3 Credit Hours)**  
**Prerequisite : (None)**

This course aims at introducing the nature of total quality management, its formwork and historical evolution the course include the basic element of TQM such as leadership, customer satisfaction, Employee involvement, continuous process improvement, supplies partnership and performance measures the course also introducing the tools and technique total quality management.

**(160133) Supply Chain Management (3 Credit Hours)**  
**Prerequisite : (None)**

The module aims to give students and in-depth understanding at an advanced level of the complexities of managing supply chains. Emphasis is placed on critically evaluating the principal processes, which add value, primarily in manufacturing, but also in service sectors. This course will address the nature and scope of supply chain management, the concept of purchasing and supply, the organization of the purchasing function, inter-organizational relations such as partnerships, e-supply chains and logistics.

**(1601423) Project Management (3 Credit Hours)**  
**Prerequisite : (None)**

The module is intended to develop an understanding of the way companies handle and manage their projects. In particular, the module will discuss the importance of deriving clear concepts of the project definition and project scope. Other topics which will be discussed are the importance of the project management team, planning and implementing the practical tools and techniques required for the project, managing finances and resources and quality control.