**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Study Program “Bachelor”**

**in**

**Business Administration & IT**

**Course Description**

**2021-2022**

**1 st Semester**

**Course: Academic Reading and Writing**

**Short Description**

Academic English Reading and Writing I has been designed to prepare students with the required reading and writing skills for success at university level. More specifically, the course focuses on such skills as critical and analytical thinking, skimming and scanning techniques, the writing process, proper identification and documentation of outside sources aiming at compiling a mini-research paper/project and/or report as its main requirement.

Academic Reading and Writing I is designed to focus on the main academic writing and study skills. Special attention will also be paid to developing students’ abilities in professional writing as well including transferable lifelong learning skills such as research and documentation skills.

Particular emphasis will be placed on the main steps of the writing process, the main writing components starting from paragraph to essay to research paper/project/article as well as oral presentation skills.

**Course: Calculus I**

**Short Description**

The purpose of this course is to teach the students the basic techniques of differentiation and integration such as integration by parts and the chain rule. Some real world applications will also be integrated into the course as examples like integral applications in geometry, science and engineering. As such, it helps students improve technical calculation skills as well as mathematics experience required for academic success even in other courses. To serve this purpose, students are expected to master some fundamental skills in differentiation and integration methods.

**Course: Computer Application**

**Short Description**

This course is an introduction to computing and programming. Its major goal is to introduce students to the principles of systematic problem solving through programming and the basic rules of computation.

Topics covered include: basics of problem solving, variables, data types, conditionals, loops, modular programming, functions, and elements of object-oriented programming, classes, and basics of algorithms and data structures, sorting and searching. It also includes basic concepts about database fundamentals. The purpose of this course is to introduce students with computer science fundamentals and concepts about computer programming. Students will learn the basis of the programming paradigm with real examples and modern programming languages used in the software industry. A big part of the course will handle Java programming techniques.

**Course: Research Methods**

**Short Description**

This course is designed to improve students’ ability to make a scientific research. As such, it helps students improve skills, knowledge and competences on scientific research issues. Furthermore, students will be exposed to various research situations based on primary, secondary and tertiary resources to be able to identify the right sources of data and information to be gathered, processed, analyzed and findings presented. The course provides comprehensive research theories, research methodologies and methods and research proposal writing and final research writing, etc. Students in the course will learn about the cyclical nature of applied research and the iterative process of research writing. To serve this purpose, students are expected to master fundamental skills on business research methods, ranging from understanding research methodology and understanding research methods, developing a research proposal, finalizing it and presenting professionally in both situations as independent / individual studies and work collaboratively too, with a facilitator.

**Course:** Introduction to Economics

**Short Description**

Introduction to Economics course (ITE 102) will introduce the students with economic principles, institutions, issues and mechanisms. Primary emphasis is placed upon acquiring skills with which to

analyze current economic issues, in focus of establishing critical thinking on understanding everyday life economic problems, and using economic theory to understand and evaluate policy recommendations and proposals. The Microeconomics part of the course will treat in a rigorous way the economic agents’ behavior and choices, their interactions within the different market structures and the influence of market structure on the economic outcome. Topics include: economic principles and modeling; allocation of resources, optimization and pricing; consumer behavior and firm decision-making; perfect and imperfect market structure behavior.

The Macroeconomics part will focus and analyze the factors that determine important national variables, such as the Gross Domestic Product, unemployment, inflation; money and banking; fiscal and monetary policy and the role of government in economy.

**Course: Introduction to Psychology**

**Short Description**

Intro to Psychology is an introduction to the methods and findings of modern scientific psychology. Students are exposed to diverse theoretical viewpoints, methods and procedures for the scientific investigation of psychological issues. The biological, cognitive, behavioral, psychodynamic, humanistic, and socio-cultural perspectives that guide contemporary thinking in the field of psychology are also immensely important to managers who need to understand something of the impact of human behavior on organizational effectiveness.

**Course: History of Economics**

**Short Description**

This course will help students to understand the economic theory, the key categories and major works published by great economists and theorists. Students will be able to understand political economy issues and economic policies debated at international and local level. This course is designed to help students understand the evolution of economic thought through history, but mostly starting with the birth of class economic theory with Adam Smith till the present day. The journey through history intents to expose students with key economic categories, interpretation of theories and influence of such economic doctrines on the evolution of economy itself.

**2nd Semester**

**Course: Academic Reading and Writing II**

**Short Description**

This course is designed to improve students’ ability to analyze and evaluate outside sources commonly used in research-paper writings. As such, it helps students improve technical writing and documentation skills as well as reading techniques required for academic success even in other courses. Furthermore, students will be exposed to various readings and arguments coming from a wide array of genres/sources such as newspapers, magazines and other media as well as university-level textbooks and research papers. The second part of the course will focus on individual projects and data gathering and analyses procedures. To serve this purpose, students are expected to master some fundamental skills in business research ranging from developing a research proposal to understanding research methodology and understanding research methods, populations and sampling, to name a few

**Course: Computer Science Fundamentals**

**Short Description**

The purpose of this course is to introduce the design and analysis of efficient data structures and algorithms by teaching fundamental techniques and approaches. The course will cover a broad variety of fundamental computing concepts coupled with discussions of data structures and algorithms so that students can confidently implement, debug, and put them to work in any computational environment.

The course will emphasize developing systematic models and approaches for describing the performance of algorithms and data structures using state-of-the art models for implementing them in realistic contexts. The course will cover basic abstract data types, sorting algorithms, searching algorithms, graph processing, and string processing.

**Course: Financial Mathematics**

**Short Description**

Topics to be covered include: Main instruments of the Mathematical Finance, Simple convention, Commercial convention, Compound convention: multiple case, Compound convention: not multiple case, Classification of annuities, Annuities in simple financial convention, Annuities in commercial financial convention, Annuities in compound convention, Annuities in instantaneous convention, Arithmetic mean maturity, Financial mean maturity or average maturity, Unshared load amortization Sinking Funds.

**Course: Introduction to Business**

**Short Description**

1. **SHORT DESCRIPTION**

This course will serve as a strong foundation for those aspiring to further their business education or work in a professional business setting. After completion of this course, students should be able to:

• Demonstrate an understanding of legal, financial, MIS, marketing, accounting, operations, and management issues involved with business decisions and innovations.

• Evaluate the commercial potential for new products or services and business improvements.

• Consider ethics and responsible business citizenship issues when making business decisions.

• Promote and present themselves in a more professional manner in business situations.

**Course: Marketing**

**Short Description**

The objective of this course is to introduce the participants to the basic concepts and principles of marketing and to provide an understanding of the marketing environment. Students who attend this course will perceive the importance and role of marketing for firms and how marketing activities of businesses are formulated and implemented. The elements of the marketing mix and strategic marketing management topics will be examined. Classes will consist of lecturing, real life examples, case studies, discussions, and in-class exercises

**3rd Semester**

**Course: Ethics**

**Short Description**

The course of Business Ethics is designed to improve students’ ability to analyze and evaluate the main knowledge on Ethics. As such, it helps students to distinguish between ethics, morals, codes of conduct and the law, understanding the ethical dilemmas facing managers.

It also explores models that supports ethical decision making and their limitations, while be aware of different philosophies and their implications.

Through this course students go through a series of cases focusing on contemporary issues, examining the evolution of governance and its practice.

Ethic’s course empowers students to understand corporate social responsibility and philanthropy, as well as to consider the role of business in relation to ethics, human rights and sustainability.

During this course students will work on individual projects applying qualitative and quantitative methodology.

**Course: Financial Accounting**

**Short Description**

The area of accounting that provides external users with information is called Financial Accounting. The course starts with the introduction of basic knowledge of accounting and then follows the study of corporate financial accounting concepts and theories with an emphasis on the preparation and use of the income statement, balance sheet, and statement of cash flows. Coverage involves the process of analyzing, processing, interpreting and communicating financial information to aid in decision making. An in-depth examination of the development of financial statements, and the assessment of their uses and limitations. Particular attention is given to accounting problems and practices involving merchandising, inventories, and cash. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements

**Course: Fundamentals of Programming I**

**Short Description**

The objective of this course is to provide students with fundamentals concepts of the object-oriented programming paradigm using the Java programming language. Important topics such as: object-oriented programming principles; classes, objects, and methods; inheritance and polymorphism; exception handling and assertions; GUI and event-driven programming; strings, characters and regular expressions; data structures, searching and sorting algorithms will be discussed in depth both on the theoretical and the practical aspect.

Students will be presented with multiple sample development examples and approaches that integrate together a variety of programming aspects. We take the object-first approach to teaching object-oriented programming with emphasis on proper object-oriented design. Illustrative diagrams are used to explain all key concepts of programming such as the difference between object declaration and creation, the distinction between the primitive data type and the reference data type, the call-by-value parameter passing, inheritance, and many others.

**Course: Microeconomics**

**Short Description**

Microeconomics is the study of rational choice behavior of economic agents, mainly on the part of individual consumers and firms, but not skipping the government as well. In general, economists are interested in how market mechanisms solve extremely complex resource allocation problems. This course presents a logical and coherent framework, in which the observed economic phenomena of real life are to be organized and behaved. Several economic "models" are developed and analyzed in order to help explain and predict a wide variety of economic phenomena. Microeconomic theory is based on the notion that households and firms have well defined objectives and rational behavior and decide systematically according to the incentives and constraints of their economic environment. It is this framework, which allows the economist to gain a fundamental understanding of the choices people make in an economic setting.

Students will be exposed to analytical tools used in understanding economic problem involving solving optimization problems and simulate comparative static analyses.

**Course: Principles of Management**

**Short Description**

Principles of Management Course will provide students will the necessary knowledge and skills to handle the many challenges of the global economy their generation will face. Students will learn about the importance of diversity and the complex manners of managing a diverse workforce. The rapid changes happening in the global business marketplace as the result of technological innovations will serve as a guide for them in this ever-changing environment.

**4th Semester**

**Course: Software Tools & System Planning**

**Short Description**

This course provides full information about system tools required for every step of software live cycle, and an introduction to Systems Analysis and Design methodologies.

**Course: Introduction to Statistics**

**Short Description**

INTRODUCTION TO STATISTICS is a required course of first year studies in all Bachelor degrees offered by the Faculty of Economy.

This course equips students with the fundamental statistical skills required to complete other courses in the curriculum which contain a significant quantitative component. This course covers the role of statistics in economics fields, probability, discrete and continuous random variables and probability distributions, random sampling and data description, point estimation of parameters, statistical intervals and tests of hypotheses. The level of statistical competency developed in this course will also be sufficient to enable students to conduct and interpret quantitative research at the undergraduate level.

**Course: Macroeconomics**

**Short Description**

Macroeconomics is a required course in the Bachelor of Business Administrationstudy program (BA).

Building upon the foundational knowledge acquired in ITE 102, this course offers a more advanced theoretical approach to the study of macroeconomics.

The relationship, both theoretical and applied, between the academic disciplines of economics and business administration issues is very close. Economics is the science which deals with the allocation of limited resources to satisfy unlimited human wants. The scarcity of resources means that we are constrained in the choices we can make about the goods and services we produce, and which human wants we will ultimately satisfy. Managers, too, are continually faced with the challenges of managing their organizations efficiently, a task invariably complicated by the vagaries of economic forces, both micro and macro. Understanding economic trends is therefore a fundamental knowledge for all managers. Macroeconomics offers to students a more in-depth theoretical and applicative approach to macroeconomics than previously encountered in the Introduction to Economics course. The macroeconomics course will develop insights on how economies as a whole grow or enter into cyclical behavior (business cycles) with unemployment, inflation or debts and financial constraints. The macroeconomics analyses will make use of models that are micro-founded. The course objective is to make students familiar with modern macroeconomics literature and research by presenting them theoretical and empirical macro models (static or dynamic) that are able to explain or predict economic fluctuations.

**Course: Managerial Accounting**

**Short Description**

Managers face numerous business decisions every day that require the use of financial and nonfinancial information about their firms’ products, processes, employees, suppliers, customers, competitors, resources, and constraints. These decisions range from evaluating profitability of investment projects (finance) to managing product-line portfolios and pricing (marketing), from supply chain and customer management (operations) to evaluating and motivating employees (human resources), and from making merger and acquisition decisions (strategy) to tax planning and management (regulation). Therefore, utilizing relevant information (financial and nonfinancial) to make informed decisions is vital to modern firms and is an important skill for a career in corporate management, business consulting, financial services, and so on. Unlike financial accounting, this course focuses on information generated by internal accounting information systems. The first part of the course presents alternative methods of preparing managerial accounting information, and the remainder of the course examines how these methods are used by companies. Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing and for motivating and evaluating employees. Unless you understand managerial accounting, you cannot have a thorough understanding of a company's internal operations. What you learn in this course will help you understand the operations of your future employer (and enable you to be more successful at your job), and help you understand other companies you encounter in your role as competitor, consultant, or investor.

**Course: Fundamentals of Programming II**

**Short Description**

The course will cover two important aspects of object oriented programming: at one hand the methodology of analysis and design of a complex project, abstracted in object oriented terms and at the other hand the materialization of the abstract model in a software program by applying the constructs of the Java programming language

Students will advance their knowledge in topics like Strings, Characters and Regular Expressions; Files, Streams and Object Serialization; Algorithms Analysis through searching, sorting and recursion; Generic classes, methods and data structures.

Furthermore, they will be able to learn through the course advanced techniques in GUI programming and be introduced to databases-related applications. This set of tools will equip the students with the ability to build from scratch important Java programs that find applications in real-world scenarios by addressing and solving specific issues. Students will also be presented to frameworks allowing them to develop Java Web Applications while focusing on key concepts, elements and technologies.

**Course: Introduction to Software Enginnering**

**Short Description**

This course aims to present an engineering approach that will serve as a guide to build and design high-quality software. Present a process including a set of methods, tools and techniques to promote productivity programming. It applies engineering to software. It studies the application of a systematic, disciplined, quantifiable approach to the development, operation, and

maintenance of software.

**5th Semester**

**Course: Business Statistics**

**Short Description**

1. **SHORT DESCRIPTION**

In combination with ITS 214, this course aims the basic statistical skills required to complete other courses in the curriculum (business and economics courses in particular) which contain a significant quantitative component. The level of statistical competency developed in this course will also be sufficient to enable students to conduct and interpret quantitative research at the undergraduate level. This course is an introduction to the nature of statistics, topics include: Analysis of Variance, Chi-square tests, Regression (Linear and Multiple), Forecasting techniques, Indexes, Quality Management and Decision Theory.

**Course: Human Resources Management**

**Short Description**

Effective human resources management (HRM) is one of the most decisive factors in the success of any organization. This course introduces the technical and legal aspects of human resource management from a strategic business perspective. The course examines how to manage human resources effectively in the dynamic legal, social, and economic environment currently constraining organizations. Among the topics included are: formulation and implementation of human resource strategy, job analysis, methods of recruitment and selection, techniques for training and development, performance appraisal, compensation and benefits, and the evaluation of the effectiveness of HRM systems. Emphasis is placed on integrating human resource management with the overall business strategy.

**Course: International Economics**

**Short Description**

The students will understand the concepts and applications involved in international economics. They will be able to work on international trade deals and measure currency and business risk exposure on business at international level. This course is designed to help students understand key concepts of economics applied at international context. The course is designed and presented as method of analysis virtually linked in the world economy. The course covers an extensive and diverse subject, including trade theory and monetary developments as well as international business finance.

**Course: Introduction to Operating System**

**Short Description**

This course will introduce operating system design and implementation. The operating system provides a well-known, convenient, and efficient interface between user programs and the bare hardware of the computer on which they run. The operating system is responsible for allowing resources (e.g., disks, networks, and processors) to be shared, providing common services needed by many different programs (e.g., file service, the ability to start or stop processes, and access to the printer), and protecting individual programs from one another.

At the end of this course students will be able to know:

● the purpose of an operating system,

● functions,

● types,

● comparing operating systems based on purpose, restrictions, compatibility etc.

● installing an operating system, processes, configurations,

● appropriate system as customer needs,

● maintenance and troubleshoot.

The course will start with a preliminary introduction of the modern operating system evolution during the last decades. An introduction to the open source kernels is made and the major components roles, implementation and functionalities are thoroughly explained. Particular emphasis will be given to three major OS subsystems: process management (processes, threads, CPU scheduling, synchronization, and deadlock), memory management (segmentation, paging, swapping), file systems, and operating system support for distributed systems.

**Course: Operations Management**

**Short Description**

This course provides a clear, authoritative, well-structured and interesting treatment of operations management as it applies to a variety of businesses and organizations. It provides both a logical path through the activities of operations management and an understanding of their strategic context.

**Course: Intermediate Macro Theory**

**Short Description**

This course takes an intermediate level approach to macroeconomic theory and its applications, building on the foundations developed in the principles level economics classes. It provides analytical tools and formal models to explain the behavior of output, inflation, employment, interest rates, exchange rates, and other aggregate economic quantities. This set of tools is used to understand current economic issues, forecast the behavior of the economy, and assess the impact of policy choices.

**Course: Database System**

**Short Description**

This course presents the fundamental concepts of database systems. It provides a study of data models, data description languages, and query facilities including relational algebra and SQL, data normalization, transactions and their properties, physical data organization and indexing, security issues and object databases. It also looks at the new trends in databases, for example, Big Data and NoSQL. The knowledge of the above topics will be applied in the design and implementation of a database application using a target database management system as part of a semester-long group project.

**6th Semester**

**Course: Entrepreneurship**

**Short Description**

Recognized for two decades as one of the leading books in the field, the aim of the text is to present the most current thinking in entrepreneurship as well as provide learners the opportunity to apply ideas and develop useful entrepreneurial skills. This edition has been updated to include current developments and issues in this explosive field.

**Course: Finance**

**Short Description**

This course reflects the role of finance including topics such as financial statement and cash flow analysis, valuation of securities and issues of risk and return, capital budgeting, capital structure, financial planning and management. In this course the students will learn the key concepts, tools, and practices that guide the decisions of financial managers. The objective is to prepare students for careers in corporate finance, commercial banking, investment banking, money management and consulting. Lectures will be supplemented by additional reading material. Application of the theories will be illustrated by case discussions.

**Course: Strategic Management**

**Short Description**

Strategic Management is a capstone course that focuses on strategic management in light of various other business disciplines. In fast-changing and increasingly competitive environments, firms face numerous strategic issues in functional, business, and corporate levels. These strategic issues may generate from outside of the firm or from the inside. Top management teams formulate strategies in response to these issues. Firms need appropriate structures and control systems to successfully implement different business strategies.

**Course: Computer Communication and Networks**

**Short Description**

This course is an introduction to concepts in computer communications and networks. It gives to the students the basics in computer networks and strengthen this knowledge having hands on experience in physical and virtual labs.

Topics will include layered network architectures, basics of data transmission and encoding, packet switching networks, Ethernet technology, local area networks, routing protocols, network security, and applications in distributed computing.