

Form no. (11b)
Knowledge and skills matrix for Marketing and International Business program

Course	Knowledge and understanding	Intellectual skills	Professional skills	General skills
<p style="text-align: center;">EA111 Principles Of Management I</p>	<ul style="list-style-type: none"> • This course will help the students to understand the organizations external environments and how to deal with management process with its un expected situations and risks 	<ul style="list-style-type: none"> • To be aware explain the market segmentation and how it is used in target marketing 	<ul style="list-style-type: none"> • Allow the students to identify the ways that small businesses can benefit from having an understanding of the international marketing mix 	<ul style="list-style-type: none"> • Describe the different types of global economic systems according to the means by which they control the factors of production. • Show how markets, demand and supply affect resource distribution.
<p style="text-align: center;">EA121 Principles of Management II</p>	<ul style="list-style-type: none"> • An understanding of the concept of management at an advanced level. • Understanding the different management foundations 	<ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate concepts and principles from a range of management disciplines • Ability to demonstrate the awareness of the assumptions in the 	<ul style="list-style-type: none"> • Ability to be familiar with basic management terminologies and concepts. 	<ul style="list-style-type: none"> • Ability to manage time and resources • Ability for critical thinking, reasoning and reflections

		description and representations of reality; and ability to apply modern principles to complex worlds' models.		
EA212 Organizational Behavior	<ul style="list-style-type: none"> Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior 	<ul style="list-style-type: none"> Assess the potential effects of organizational-level factors (such as structure, Culture and change) on organizational behavior. 	<ul style="list-style-type: none"> Critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on Organizational behavior. 	<ul style="list-style-type: none"> Analyze the organizational behavioral issues in the context of organizational behavior theories, models and concepts
EA222 Research Methodology	<ul style="list-style-type: none"> The ability to critically evaluate the research problems in order to formulate and implement solutions companies can propose. 	<ul style="list-style-type: none"> Ability to integrate research philosophies and theories with practice, into a business environment in order to assure that the problems within the organization to be solved scientifically. 	<ul style="list-style-type: none"> Ability to devise tests of a software system through experiment and stimulation and to critically appraise the results. 	<ul style="list-style-type: none"> Ability to generate, analyze, present and interpret data
EA311 Human Resources	<ul style="list-style-type: none"> The ability to have full understanding of HR related functions. An understanding of the 	<ul style="list-style-type: none"> The ability to analyze and comprehend appropriate theories, concepts and principles from a range of 	<ul style="list-style-type: none"> Ability to apply management techniques to HR related functions. 	<ul style="list-style-type: none"> Ability to generate, analyze, present and interpret data Ability for critical

Management	dynamics of Human Resources systems	disciplines using appropriate analysis methods.	<ul style="list-style-type: none"> Apply appropriate practical techniques to the presented human resources functions. 	thinking, reasoning and reflections regarding HR.
EA421 Organizational Analysis and Design	<ul style="list-style-type: none"> A greater ability for integration of academic and vocational knowledge for understanding organization design. 	<ul style="list-style-type: none"> Ability to integrate OD philosophies and theories with practice, into a business environment in order to assure that the organization can effective perform within the business environment. 	<ul style="list-style-type: none"> Ability to apply management techniques to the planning, resources allocation and execution of organization design. 	<ul style="list-style-type: none"> Learn effectively for the purpose of continuing professional development
EA411 Strategic Management	<ul style="list-style-type: none"> The ability to critically approach the use of concepts, theories and literature as a means of analysis and resolving problems. The ability to have an understanding of Strategic Management related topics. 	<ul style="list-style-type: none"> Ability to integrate philosophies and theories with practice, into an operational environment. Ability to critically analyze information and summarize the analysis. 	<ul style="list-style-type: none"> Apply appropriate practical techniques to strategic management concepts. 	<ul style="list-style-type: none"> Ability to generate, analyzes, present and interpret data. Ability for critical thinking, reasoning and reflections. Learn effectively for the purpose of continuing professional development. Implementing strategic choices, which include the matching of tasks, people, structures, technologies and reward systems.

<p>EA211 Principles of marketing</p>	<ul style="list-style-type: none"> • The ability to demonstrate understanding of marketing terminology and concepts. • Identify wants and environmental factors that shape marketing activities for certain target markets 	<ul style="list-style-type: none"> • The ability to analyze and comprehend and Identify the organizational processes involved in the planning, implementation and control of marketing activities 	<ul style="list-style-type: none"> • Ability to apply and demonstrate knowledge of key business communication strategies within the marketing field. 	<ul style="list-style-type: none"> • Ability to generate, analyze, present and interpret data • Critical thinking, reasoning and reflections regarding principles of marketing.
<p>EA315 Consumer Behavior</p>	<ul style="list-style-type: none"> • Gain an understanding consumer behavior and the context under which it is different from different groups of consumers and different cultures • Describe the field of Consumer Behavior and emphasize its crucial impact on the practice of marketing and performance of business organizations. 	<ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate theories, concepts and principles from a range of scientific disciplines using appropriate formal analysis methods. • Ability to integrate consumer behavior theories with practice. 	<ul style="list-style-type: none"> • Help students analyze different cases of behavior as marketing practitioners. • Ability to apply consumer research techniques to investigate consumer behavior in the market 	<ul style="list-style-type: none"> • Personal and interpersonal skills, work as a member of a team • Ability for critical thinking, reasoning and reflections
<p>EA316 Marketing Management</p>	<ul style="list-style-type: none"> • The ability and the confidence to influence policy makers, and to function as individuals or as parts of a multidisciplinary team whilst having full regard for changing 	<ul style="list-style-type: none"> • Ability to apply modern principles to complex organizations' models and integrate this in managing marketing within the organization. 	<ul style="list-style-type: none"> • Apply appropriate practical techniques to the solution of marketing management issues. 	<ul style="list-style-type: none"> • Learn effectively for the purpose of continuing professional development • Ability to manage time and resources within an individual project and a

	<p>technologies.</p> <ul style="list-style-type: none"> • A greater ability for integration of academic and vocational knowledge for marketing management techniques. 	<ul style="list-style-type: none"> • Ability to integrate marketing management philosophies and theories with practice, into a marketing environment in order to assure that the regulatory criteria of an effective marketing plan. 	<ul style="list-style-type: none"> • Ability to apply management techniques to the planning, resources allocation and execution of a marketing plan. 	<p>group project</p>
<p>EA317 Electronic Marketing</p>	<ul style="list-style-type: none"> • This course will help to provide the students with e-Marketing techniques and strategies that can help any forward-thinking organization be competitive in today's business environment. 	<ul style="list-style-type: none"> • Ability to learn how the Internet has impacted the marketing environment, consumers, and the elements of the marketing mix, and explore implications for a company's marketing plan. 	<ul style="list-style-type: none"> • Make the students able to design a website to market their products and services. 	<ul style="list-style-type: none"> • Understand the basic e-marketing concepts and business model; • Develop basic skills in social media marketing; • Test your skills in communicating analysis, conclusions, and recommendations.
<p>EA326 Marketing Research</p>	<ul style="list-style-type: none"> • discuss and specify the need for market information to solve problems, identify opportunities, evaluate actions, and monitor performance in firms and other organizations 	<ul style="list-style-type: none"> • Demonstrate an understanding of critical research techniques and good research practices 	<ul style="list-style-type: none"> • The ability to establish sampling plans, design questionnaires, and analyze research studies for optimum results 	<ul style="list-style-type: none"> • demonstrate skills in the different parts of the marketing research process, including specification of information needed; collection, preparation and analysis of data; and oral and written reporting

<p style="text-align: center;">EA327</p> <p style="text-align: center;">Integrated Marketing Communications</p>	<ul style="list-style-type: none"> • The ability to critically approach the use of basic marketing and IMC concepts, and theories as a means of analysis • An understanding of the concept of integrated marketing communications. (one, clear and consistent message) • Understanding the different IMC approaches. • A greater ability for integration of academic and practical knowledge of various marketing topics (brand image, advertising, PR, etc.). 	<ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate marketing concepts and principles from a range of marketing and IMC disciplines. • Ability to interpret marketing data and analyze it. • Ability to integrate marketing theories in order to formulate an IMC plan. 	<ul style="list-style-type: none"> • Ability to start formulating an IMC plan. • Ability to cope with the marketing changes worldwide • Use case studies in understanding • The ability to critically interpret marketing information and the ability to generate personal opinion on an issue. 	<ul style="list-style-type: none"> • Ability to generate, analyze, present and interpret marketing data • Personal and interpersonal skills, work as a member of a team • Communicate effectively (in writing and verbally). • Learn effectively for the purpose of continuing professional development
<p style="text-align: center;">EA328</p> <p style="text-align: center;">Advertising Management</p>	<ul style="list-style-type: none"> • The ability to understand how advertising works, and how marketing plays a crucial role in the advertising process • The introduction of various advertising effectiveness models, from the traditional to the modern models as 	<ul style="list-style-type: none"> • Ability to demonstrate the awareness of the limitation of scientific models in the description and representations of reality; and ability to apply modern principles to advertising tactics • Ability to calculate the cost 	<ul style="list-style-type: none"> • The ability to plan effective advertising strategies and evaluate the media used • As well as the ability to design marketing briefs and creative briefs. • Gain an understanding of how to influence 	<ul style="list-style-type: none"> • Ability to make effective use of information from the market in order to design a creative strategy, creative execution, creative media and creative idea.

	<p>well as an understanding of the different advertising media used.</p>	<p>per thousand of every media used</p> <ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate advertising theories, concepts and principles from a range of scientific disciplines using appropriate formal analysis methods 	<p>clients, and execute creative advertising ideas.</p>	
<p>EA415 Personal selling</p>	<ul style="list-style-type: none"> • The ability to understand the role of personal selling in retail, business-to-business, and direct selling environments and its relationship to integrated marketing communications. • Identify the human variables that contribute to the successful application of personal selling strategies 	<ul style="list-style-type: none"> • The ability to Describe the evolution of personal selling strategies and evaluate the role that relationship selling plays in integrated marketing communications programs 	<ul style="list-style-type: none"> • Ability to apply and identify the essential steps in the selling process and the key elements required for preparing a successful sales presentation. 	<ul style="list-style-type: none"> • The ability to learn how to apply this knowledge to a variety of personal selling situations.
<p>EA417 Management of Distribution</p>	<ul style="list-style-type: none"> • The confidence to provide a management focus and managerial framework to the field of marketing channels. The important aspects in the marketing channels process. The ability to critically approach 	<ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate marketing concepts and principles from a range of marketing channels disciplines. • Ability to design appropriate marketing channels for 	<ul style="list-style-type: none"> • Ability to start formulating and design marketing channels. • Ability to cope with the marketing changes worldwide and the new of types of marketing channels. 	<ul style="list-style-type: none"> • Ability to generate, analyzes, present and interpret marketing data. • Personal and interpersonal skills, work as a member of a team • Communicate effectively (in writing and verbally).

	<p>the use of marketing channels and its concepts and theories. First, understanding the history and the concept of marketing channels. Second, discovering the different members within the marketing channels and it's their tasks and responsibilities. Third, explore the different types and coverage of marketing channels. Fourth, discussing the main conflicts and gap within marketing channels.</p>	<p>organization.</p> <ul style="list-style-type: none"> • Ability to interpret marketing data and analyze it. • Ability to integrate marketing theories in order to formulate marketing channels. 	<ul style="list-style-type: none"> • Use case studies, videos case studies, books, magazines and academic articles in helping to understanding the marketing channel concepts. • The ability to critically interpret marketing information and the ability to generate personal opinion on an issue. 	<ul style="list-style-type: none"> • Learn effectively for the purpose of continuing professional development
<p>EA425 International Management</p>	<ul style="list-style-type: none"> • The ability to critically approach the use of concepts of international marketing, in order to be able to better understand human behavior in different cultures. • The ability to design a marketing plan to fit products from domestic markets into foreign market 	<ul style="list-style-type: none"> • Ability to reach conclusions and solutions through brainstorming in international marketing case studies • Exploration of different cultural interpretations • The ability to critically adapt products, services and ideas to meet international market needs, so that no culture is 	<ul style="list-style-type: none"> • Ability to be familiar with basic international marketing concepts. • Ability to adapt goods, services and marketing techniques to different cultures. • Ability to understand different cultures and apply required changes. 	<ul style="list-style-type: none"> • Ability to design marketing plans in domestic marketing as well as adapting to different international markets. • Gain an understanding of different cultures regarding the values, belief systems, living conditions as well as

	as well as the ability and the confidence to influence foreign markets	<p>offended by the offering.</p> <ul style="list-style-type: none"> • Ability to study, analyze and better understand different markets. 		<p>purchasing habits and behaviors.</p> <ul style="list-style-type: none"> • Gain an understanding of international business customs such as negotiation skills in different countries.
EA426 Public Relations	<ul style="list-style-type: none"> • The ability to have full understanding of Public relations related functions. • An understanding of the dynamics tools of public relations 	<ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate theories, concepts and principles from a range of disciplines using appropriate analysis methods. 	<ul style="list-style-type: none"> • Ability to apply public's techniques and its related functions. • Apply appropriate practical techniques to the presented. 	<ul style="list-style-type: none"> • Ability to generate, analyze, present and interpret data • Ability for critical thinking, reasoning and reflections regarding PR.
EA428 Advanced Studies in Marketing	<ul style="list-style-type: none"> • Discuss and Analyze basic classical and contemporary marketing articles by various marketing scholars/masters. 	<ul style="list-style-type: none"> • Analyze and criticize the classical and contemporary important contributions in the marketing literature. 	<ul style="list-style-type: none"> • The ability to develop a practical research and discuss its applicability in the Egyptian market. 	<ul style="list-style-type: none"> • Develop an understanding of the classical as well as the contemporary topics in the marketing literature.

<p>EI111 Microeconomics</p>	<ul style="list-style-type: none"> • Demonstrate an understanding of the dynamics of individual and firm economic decisions and the context under which they operate at different market structures. And A greater ability for integration of academic knowledge for understanding microeconomics issues 	<ul style="list-style-type: none"> • Select and apply appropriate economic theories for analyzing consumer and producer behavior 	<ul style="list-style-type: none"> • Analyze how cost and revenue variables affect firms' price and output decisions in different market contexts, mainly Perfect Competition and Monopoly 	<ul style="list-style-type: none"> • The student should be able to recognize the principles of microeconomics
<p>EI121 Macroeconomic s</p>	<ul style="list-style-type: none"> • The confidence to influence policy makers and understanding macroeconomic aspects. (Inflation, growth, unemployment, savings...etc.) 	<ul style="list-style-type: none"> • Demonstrate the awareness of the assumptions in the description and representations of reality; and ability to apply modern principles to complex worlds' models 	<ul style="list-style-type: none"> • Evaluate the basic economic terminologies and concepts. 	<ul style="list-style-type: none"> • Ability for critical thinking, reasoning and reflections
<p>EI211 Economic Analysis</p>	<ul style="list-style-type: none"> • An understanding of the dynamics of practical problems that may face anyone in a management position. • An understanding of costs, together with demand conditions, to decide how products should be priced 	<ul style="list-style-type: none"> • Determine the most cost efficient method of production, including which components are better sourced from other companies. 	<ul style="list-style-type: none"> • Use calculus (first and second order derivatives) to solve for an optimum solution 	<ul style="list-style-type: none"> • Apply the economic way of thinking to individual decisions and business decisions

<p>EI221 Public Finance</p>	<ul style="list-style-type: none"> • An understanding of the dynamics of government systems and the context under which they operate the financial activities of the government (revenues and expenditures) and the concept of public debt. 	<ul style="list-style-type: none"> • Integrate public finance philosophies and theories with practice in real world and in the Egyptian public finance system. 	<ul style="list-style-type: none"> • Apply appropriate techniques to the solution of public finance issues planning, conducting, evaluating and reporting the results of investigations. 	<ul style="list-style-type: none"> • Ability for critical thinking, reasoning and reflections
<p>EI311 Money & Banking</p>	<ul style="list-style-type: none"> • An understanding of the dynamics of money and banking systems and the context under which they operate at different national and international levels. And A greater ability for integration of academic knowledge for understanding money and banking issues 	<ul style="list-style-type: none"> • Integrate financial philosophies and theories with practice in real world and in money and banking systems And Ability to critically analyze information, synthesis and summarize the analytical • Outcomes to apply knowledge to address familiar and novel problems. 	<ul style="list-style-type: none"> • Apply appropriate practical techniques to the solution of money and banking issues planning, conducting, evaluating and reporting the results of investigations. 	<ul style="list-style-type: none"> • Ability to generate, analyze, present and interpret data
<p>EI321 International Trade</p>	<ul style="list-style-type: none"> • Understanding the principles and essentials of international trade 	<ul style="list-style-type: none"> • Analyze the principles of international trade 	<ul style="list-style-type: none"> • Being able to apply principles of international trade 	<ul style="list-style-type: none"> • Critical thinking, reasoning and reflections
<p>EA325 International Business Administration</p>	<ul style="list-style-type: none"> • Knowledge of the dynamics of the systems and subsystems of the national and international business and trade environments, 	<ul style="list-style-type: none"> • Analytical skills to anticipate, appreciate, management processes to meet the demands of changing global business and economic 	<ul style="list-style-type: none"> • Development of individual, team and organizational skills and capabilities in: intercultural 	<ul style="list-style-type: none"> • This course familiarizes students with the multidimensional macro-environment of international business

	particularly understanding of the International Monetary System, the Foreign Exchange Market and the Capital Market.	conditions.	communication, strategic management, international marketing, and the negotiation, implementation, evaluation and settlement of international business disputes.	and teaches them the tools necessary for the analysis and evaluation of diverse problems within that environment.
EI411 Tax Systems	<ul style="list-style-type: none"> • Critically approach the use of concepts, theories and analyze the problem and the confidence to influence policy makers, and to function as individuals or as parts of a multidisciplinary team 	<ul style="list-style-type: none"> • Analyze and comprehend appropriate theories, concepts and principles from a range of scientific disciplines using appropriate formal analysis methods and the ability to demonstrate the awareness of the limitation of Tax Systems in the description and representations of reality • Ability of interpretation of statistical information 	<ul style="list-style-type: none"> • Understand different Tax Systems worldwide and ability to critically evaluate different Tax Systems regarding their effect on income distribution 	<ul style="list-style-type: none"> • Ability to generate, analyze, present and interpret data and the use of information and communication technology. • Personal and interpersonal skills, work as a member of a team and communicate effectively (in writing and verbally)

<p>EI421</p> <p>Economic Development</p>	<ul style="list-style-type: none"> • Critically approach the use of concepts, theories and literature as a means of analysis and resolving problems 	<ul style="list-style-type: none"> • Analyze and comprehend appropriate theories, concepts and principles from a range of disciplines using appropriate analysis methods. 	<ul style="list-style-type: none"> • Give the students' knowledge about basic concepts for political inquiry such as power, authority, and state. Examination of governmental institutions and systems. 	<ul style="list-style-type: none"> • Analyze political problems on a national and global level, as well as a definition of central concepts
<p>EI425</p> <p>Feasibility Studies</p>	<ul style="list-style-type: none"> • The ability to critically evaluate potential problems in order to formulate and implement change for improved performance in the suggested business 	<ul style="list-style-type: none"> • The ability to analyze and comprehend appropriate theories, concepts and principles from a range of scientific disciplines using appropriate formal analysis methods 	<ul style="list-style-type: none"> • Apply appropriate practical techniques to establishing a business, planning, conducting, evaluating and reporting the results of market investigations. 	<ul style="list-style-type: none"> • Communicate effectively (in writing and verbally, ILearn effectively for the purpose of continuing professional development and being able to critical thinking, reasoning and reflections

<p align="center">EX404 Principles of Sociology</p>	<ul style="list-style-type: none"> • Understand the purpose and definition of studying sociology, Understand the Sociological research and sociological inquiries, explain The Sociology of culture, Explain and evaluate the current sociological issues. 	<ul style="list-style-type: none"> • Verifying the purpose and definition of studying sociology, Verifying the Institutionalizing of sociology from IbnKhaldoun to the 20th century, Verifying what differentiates Socio economics from social economy and verifying the sociology characters in the history 	<ul style="list-style-type: none"> • Evaluate the sociology compared to other social sciences, evaluate the Terms of sociology in relevance to economics and business, and evaluate the Current sociological issues. 	<ul style="list-style-type: none"> • The Student should be able to analyze the purpose and definition of studying sociology, sociology and what differentiates it from the other social sciences, the terms of sociology in relevance to economics and business, and analyze the Current sociological issues.
<p align="center">EX405 Political Science</p>	<ul style="list-style-type: none"> • Give the students' knowledge about basic concepts for political inquiry such as power, authority, and state • Examination of governmental institutions and systems. 	<ul style="list-style-type: none"> • Ability to analyze political problems on a national and global level, as well as a definition of central concepts 	<ul style="list-style-type: none"> • Students should be able to construct and evaluate analytical arguments and write clear logical prose 	<ul style="list-style-type: none"> • Knowledge of Political Systems. Students should be able to identify the structure and operation of the • Egyptian and other political systems. • Knowledge of concepts and theories of politics. Students should be able to distinguish among the diversity of traditions in the field

<p>EX411 Egyptian History</p>	<ul style="list-style-type: none"> Summarizing the introduction to the course , Explaining the Roman/Byzantine Periods, Explaining the Twentieth Century to 1952 and Explaining the Mubarak and beyond 	<ul style="list-style-type: none"> Verifying the introduction to the course, the Roman/Byzantine Periods., Nasser/Sadat phase and the Mubarak. 	<ul style="list-style-type: none"> Experiment Introduction to the course, Evaluate the Old Kingdom, Roman/Byzantine Periods, Mohamed Ali and his descendants and the Mubarak and beyond. 	<ul style="list-style-type: none"> The Student should be aware of the Old Kingdom, the Roman/Byzantine Periods, Twentieth Century to 1952 and the Mubarak and beyond.
<p>EW321 Business Law</p>	<ul style="list-style-type: none"> Be able to identify and formulate the legal issues and theories that apply to the fact of described situation or problem 	<ul style="list-style-type: none"> Have knowledge of, and the ability to use, fundamental tools of legal research, including understanding the process of devising and implementing a coherent and effective research design 	<ul style="list-style-type: none"> Show an understanding of the significance of being member of the legal profession by striving to promote justice and fairness through the tradition of leadership and public service in a wide range of professional and other community services 	<ul style="list-style-type: none"> The student should be aware of the basic knowledge of the nature and sources of the ethical standards of the legal profession, and the processes for recognizing and understanding ethical dilemmas