



Arab Academy Graduate School of Business (GSB)

MBA English Majors



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Banking & Finance Major

The objectives of Major:

Banking and Finance major is designed to help propel the learner into rewarding, exciting and challenging careers in the banking, financial services, finance and financial consultancy sectors. The major is suitable for students from a variety of academic backgrounds; including those with industry experience and those have not studied economics, finance or accountancy at bachelor's level. This major is designed to produce highly skilled, analytical and forward-thinking graduates who are ready to slot into a specialized role.

Specialization Subjects:

(IFI 721) Investment & Portfolio Management

This module covers basic techniques of valuation and management of securities in a portfolio context. Global and local equity market features will be incorporated to add depth to the module. For portfolio management, concepts of risk and return are analyzed. The concept of portfolio diversification and the construction of optimal portfolios such as mean-variance efficient portfolios are studied. The syllabus extends to the consideration of diversification and investments where currency risks and interest rate risks need to be evaluated.

(IFI 716) Financial Markets & Institutions

The first part of the course analyzes financial markets, conceptually and theoretically, emphasizing the role, structure, and activities of financial intermediaries. The dynamic pattern of financial flows is analyzed by flow of funds analysis. The decision processes and market impact of both the suppliers of credit and the users of these funds are examined with highlighting the role, structure, and activities of financial intermediaries. In addition, the course will be covering the financial management of major financial institutions, especially commercial banks, insurance companies and savings institutions, and to a lesser degree market-related intermediaries such as venture capital companies and investment bankers.

(FIN 936) Commercial Banks Management

The first part of the course introduces the students to the diversified services offered by commercial banks through tackling the practical and conceptual grounding in banks management. Emphasis will be placed on the measurement and evaluation of banks performance through bank stock value, spread efficiency and profitability (ROE-ROA).

(FIN 947) Credit Analysis

The course discusses the essential analytical methods used for analyzing and assessing corporate creditworthiness. The methods range from financial ratio analysis to sophisticated models such as Black-Scholes option pricing model for assessing corporate credit worthiness. The course also offers knowledge from the practice using the models using by S&P, Morningstar and Moody's for assessing corporate creditworthiness.

(IFI 724) International Finance

This course analyzes financial problems corporations face that result from operating in an international environment. Major topics covered are corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

(IFI 723) Derivatives

In this course, students develop an understanding of financial derivative instruments and their applications to corporate strategy and risk management. Throughout the course, we emphasize the perspective that derivative instruments are problem-solving tools that, when used correctly, can create value for financial and non-financial corporations. We cover forward, future, option, and swap contracts, hedging, arbitrage, and derivatives-pricing models.

(IFI 727) Seminar in Banking Finance

Within this course, students will be subjected to case studies and practical applications on how to identify elements and techniques of performing their financial and investment activities. Students will be required to present papers to demonstrate their consolidated understanding of replacement strategies of equity by debt and injection of new equity via a sell-off or initial public offerings in addition to performing critiques on the management of bond and stock evaluation, portfolio analysis, performance evaluation, and formulation of investment strategies.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Acquire an advanced level of knowledge of the theories, models and practice of banking, finance, investment, risk, and regulation.
- Understand how the role of banking and finance integrates within the wider business environment.
- Demonstrate clarity in problem definition, and demonstrate the ability to critically analyze and use relevant information to offer interpretations and solutions within a multi-disciplinary business perspective.
- Recognize and respond to the relationships between different functions within financial services organizations.

Crisis Management Major

The objectives of Major:

Crisis Management program was designed to provide an interdisciplinary graduate education for persons engaged in or seeking professional careers in crisis, disaster, and emergency management in the public, private, and non-profit sectors.

Managers and executives at all levels of the organization are paid to manage crises and do so on a daily basis. Their skills are tested to the utmost when they have to manage serious crises that have the potential to disrupt the organization's income sources, operating expenses, stock price, competitive position and ongoing business.

Specialization Subjects:

(MDM 927) Introduction to Crisis Management

The objective of the course is to establish valid baseline measures of the core attributes of each, distinctive societal system on each of the three fundamental aspects: governance, development, and conflict, and, it must monitor changes in the key qualities of those three aspects so as to alert designated agencies and policy makers to problematic conditions or situations that could lead to serious, systemic disruptions.

(MDM 928) Business Intelligence & Decision support systems

This course aims to support better business decision-making. Thus a BI system can be called a decision support system (DSS). Though the term business intelligence is often used as a synonym for competitive intelligence, because they both support decision making, BI uses technologies, processes, and applications to analyze mostly internal, structured data and business processes while competitive intelligence is done by gathering, analyzing and disseminating information with or without support from technology and applications, and focuses on all-source information and data (unstructured or structured), mostly external, but also internal to a company, to support decision making.

(MDM 929) Corporate Governance

This course focuses on is the set of processes, customs, policies, laws, and institutions affecting the way a corporation (or company) is directed, administered or controlled. Corporate governance also includes the relationships among the many stakeholders involved and the goals for which the corporation is governed.

(MDM 930) Risk Management

In a fast-paced, constantly changing business environment, MBA students are expected to understand business risks, develop and implement risk management plans, measure progress against overall strategy, time and cost requirements, while balancing priorities among different and potentially conflicting stakeholder groups. Therefore, MBA students must be able to Identifying, analyzing, and appropriately responding to risk in a proactive manner, rather than waiting for the overwhelming impacts. Risk Management is an essential skill of the professionally competent manager. This course provides a practical approach to managing risk and detailing and implementing an effective risk management plan.

(MDM 931) Systems Thinking & Policy Modeling

The course provides a comprehensive understanding of systems ideas and methods to help students to achieve success in their future challenging projects regardless of their discipline.

The course is suitable for students at the master's level and only requires the student to have basic analytical thinking skills.

(MDM 932) Scenario Building & Business Continuity Planning

This course aim to Plans, measures and arrangements to ensure the continuous delivery of critical business services and products, which permits the organization to recover its facility, data and assets and Identification of necessary resources to support business continuity, including personnel, information, equipment, financial allocations, legal counsel, infrastructure protection and accommodations.

(MDM 933) Indicators & Early Warning System

The objective of the course is to establish valid baseline measures of the core attributes of each, distinctive societal system on each of the Four fundamental aspects: Business Context governance, development, and conflict, and, it must monitor changes in the key qualities of those Four aspects so as to alert designated agencies and policy makers to problematic conditions or situations that could lead to serious, systemic disruptions.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to have the tools, knowledge, and understanding to benchmark, assess, and improve your business continuity, disaster recovery, and crisis management plans. And acquire insights for immediate implementation.

And also able to:

- Have a critical understanding of the nature and principal concepts in crisis and risk management.
- Have a grounded understanding of various individual and organizational factors contributing to crisis-proneness, preparedness and crisis management success.
- Be able to identify the main phases in crisis development, the pre-cursors of each, and be relationships between them.
- Be able to identify a potential crisis portfolio for an organization.
- Be able to analyses appropriate corporate strategies for crisis and risk management.

E-Business Major

The objectives of Major:

The general objective of the E-Business specialty is to provide students with the technical and managerial background required for management and leadership roles in electronic applications for businesses and industries of today and tomorrow. Specifically, students graduating for this program will:

- Be able to design, develop, implement and integrate electronic business information systems.
- Understand the trends and advances in telecommunication applications throughout the organization and marketplace.
- Be prepared for the operational, tactical and strategic management of electronic business applications.

Specialization Subjects:

(TBA 824) Information Technology & Information Systems

This is an introductory course in computer literacy, information systems and information technology (IT). The course has a lab component which focuses on the way IT is transforming the way people do business and impacts their personal lives. The emphasis is on the way IT is used and applied for problem-solving, the new and emerging IT technologies and their applications in business organizations in addition to exploring the challenges and opportunities of IT in international business situations.

(BIS 923) MIS & E-business

This course introduces the fundamentals of e-commerce, the computer as an organizational information system, systems methodologies and the computer as a problem solving tool. The different business models, benefits and limitations of e-business are also explained.

The course covers the concept of retailing in business (e-tailing), e-marketing and market research in business. Intra business between organizations and e-government are important topics to be covered in this course. E-payment and different methods and technologies used in this area are also presented. The course then introduces in brief security issues in e-business. New technologies like M-Business are also introduced. The theoretical concepts are explained with the support of a number of local and international case studies to explain the impact of the e-business on business operations.

(EIS 732) System Design & Analysis

This course is designed to provide the students with analysis and design concepts and techniques. This will enable them to analyze and design business information systems. The course includes the following topics: the role of systems analysts, feasibility, data gathering techniques, data flow diagrams, data dictionaries, process specifications, structured decision, designing outputs, designing inputs, files and database, as well as user interface and procedures.

(TBA 842) IT projects Management

The first part of the course deals with the management strategy of Information Technology (IT) which provides an understanding of the managerial implications of IT within the widest business context internationally. Case material addresses all key issues in managing IT in advanced industrial states; including cross-cultural differences. The course will also highlight the recent strategies for managing IT, which include outsourcing, facilities management, and the use of management consultants.

The second part of the course covers all the important aspects of people-to-people communication, which may be required at any time for information systems, systems analysis and business computing. It offers a practical approach to train learners how to communicate with clients, customers, suppliers, peers and managers and in general. It also provides an overview of the communication demands of business.

(TBA 832) Networking Essentials

Besides its introductory notes on data communications, introduction to networks, business telecommunications, business data communications, the course will be also focusing on the related fundamental concepts and practical applications. It prepares students to make intelligent decisions on the appropriate decision, purchase, integration and use of data communications equipment and systems. It covers every aspect of data communications, including relevant terminology, concept, hardware, software, protocols, architectures, and current and future products.

(MIS 967) Decision Support & Intelligent Systems

The first part of the course which deals with decision support and intelligent systems defines and sets the standards for up-to-date coverage of the latest decision support theories and practices that could be adopted by managers and organizations in business settings.

The second part of the course shows students how data warehousing can dramatically reduce business uncertainty by processing a tidal wave of information into knowledge that can be acted upon. It explains the quantitative business case for data warehousing including its potential in reducing supply chain management costs, and enhancing customer cross-selling and strengthening brand relationships. The course will assist the students in understanding how organizations can align their business and technical goals for data warehousing, the entire implementation process from planning and design through deployment and performance optimization. Finally, students will be introduced to the new innovations and their impact on the enterprise.

(MIS 865) Database Management Systems

Within this course, students will combine theoretical foundations with solid applications in database management. They will be introduced to a broad coverage of models and real systems as well as to examples of modern database technologies. The course reflects the latest trends in technological and application development. It focuses on the relational model and includes the recent object-oriented developments. In addition, the course provides coverage of the popular DBMS products in general and the relational system Oracle and Microsoft in particular. The course also addresses advanced modeling and system enhancements in the areas of active databases, temporal and spatial databases, and multimedia data models. Moreover, the course will also survey the latest application areas of data warehousing, data mining, digital libraries and GIS databases.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Demonstrate a grasp of theory, technically based skills and ethical perspectives relevant to core business areas, including marketing, statistics, financial accounting, management accounting, finance, economics, information systems, strategic management, organizational behavior, and commercial law.
- Demonstrate an understanding of how e-commerce systems and models affect strategic management, marketing, and financial and other management information systems, organizational design, and supply chain management considerations.
- Demonstrate an appropriate knowledge base to help organizations integrate online business processes and practices.



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Finance & Investment Major

The objectives of Major:

Finance and Investment major is about managing money by investing it in a variety of asset classes including equities and bonds. The program is designed to provide students with the market knowledge, analytical and application expertise, and leadership skills required to succeed in today's changing and uncertain economic environment.

Specialization Subjects:

(IFI 712) Technical Analysis

The course aims to provide students with a sound understanding of technical analysis techniques. Technical analysis is a method of analyzing stocks or other assets and forming strategies of buying and selling these assets. The primary emphasis will be focused on providing students with a solid foundation of the traditional as well as modern techniques of finding trends and cycles in financial markets and understanding the trading strategies involved. The course also aims to introduce and familiarized students to the main practical tools of technical analysis and their application to various markets.

(IFI 722) Investment Management

Investing is a process that involves anticipating future outcomes based on information and knowledge that exist today. By analyzing past performance and other relevant information pertaining to an investment opportunity, you can make calculated predictions of how that opportunity will perform in the future. This course shows you how this process works and how you can apply rational techniques to assess risk and make good investment decisions. The points of view of both individual and institutional investors are considered. New trends in investment such as e-trade and on-line investments would also be presented.

(ACC 914) Managerial Accounting

Management accounting systems provide an organization with data used in making operating decisions, achieving cost control, measuring performance, motivating employees and managing external relationships. This multiplicity of roles imposes conflicting demands that imply a tradeoff in optimal system. This tradeoff is underscored by emphasizing the interdependency between organizational structure, planning and control. In addition, the course focuses on the understanding of the demand for and the usefulness of management accounting information to manage an organizational unit through effective analysis.

(IFI 716) Financial Markets & Institutions

The first part of the course analyzes financial markets, conceptually and theoretically, emphasizing the role, structure, and activities of financial intermediaries. The dynamic pattern of financial flows is analyzed by flow of funds analysis. The decision processes and market impact of both the suppliers of credit and the users of these funds are examined with highlighting the role, structure, and activities of financial intermediaries. In addition, the course will be covering the financial management of major financial institutions, especially commercial banks, insurance companies and savings institutions, and to a lesser degree market-related intermediaries such as venture capital companies and investment bankers.

(IFI 723) Derivatives

In this course, students develop an understanding of financial derivative instruments and their applications to corporate strategy and risk management. Throughout the course, we emphasize the perspective that derivative instruments are problem-solving tools that, when used correctly, can create value for financial and non-financial corporations. We cover forward, future, option, and swap contracts, hedging, arbitrage, and derivatives-pricing models.

(IFI 721) Assets & Portfolio Management

This module covers basic techniques of valuation and management of securities in a portfolio context. Global and local equity market features will be incorporated to add depth to the module. For portfolio management, concepts of risk and return are analyzed. The concept of portfolio diversification and the construction of optimal portfolios such as mean-variance efficient portfolios are studied. The syllabus extends to the consideration of diversification and investments where currency risks and interest rate risks need to be evaluated.

(IFI 724) International Finance

This course analyzes financial problems corporations face that result from operating in an international environment. Major topics covered are corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be given the knowledge and skills needed to succeed in the highly competitive investment industry. In addition, the learner will be provided with a thorough understanding of investment and finance, and equipped to assess and apply a wide range of investment techniques. Moreover, he will be prepared in the investment industry for jobs such as portfolio manager, hedge-fund specialist, investment specialist, trader, fund manager, risk manager, security analyst, broker or corporate treasurer.

Business Administration Major

The objectives of Major:

This major aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise.

Specialization Subjects:

(FIN 933) Investment and Portfolio Management

Investing is a process that involves anticipating future outcomes based on information and knowledge that exist today. By analyzing past performance and other relevant information pertaining to an investment opportunity, you can make calculated predictions of how that opportunity will perform in the future. This course shows you how this process works and how you can apply rational techniques to assess risk and make good investment decisions. The points of view of both individual and institutional investors are considered. New trends in investment such as e-trade and on-line investments would also be presented.

(ACC 914) Managerial Accounting

Management accounting systems provide an organization with data used in making operating decisions, achieving cost control, measuring performance, motivating employees and managing external relationships. This multiplicity of roles imposes conflicting demands that imply a tradeoff in optimal system. This tradeoff is underscored by emphasizing the interdependency between organizational structure, planning and control. In addition, the course focuses on the understanding of the demand for and the usefulness of management accounting information to manage an organizational unit through effective analysis.

(BIS 956) Research Methodology

This course provides a comprehensive theoretical and practical framework for scientific research. It introduces the processes for developing research and considering different research designs and approaches together with statistical methods for data analysis and interpretation.

(BIS 923) MIS & E-Business

This course introduces the fundamentals of e-commerce, the computer as an organizational information system, systems methodologies and the computer as a problem solving tool. The different business models, benefits and limitations of e-business are also explained.

The course covers the concept of retailing in business (e-tailing), e-marketing and market research in business. Intra business between organizations and e-government are important topics to be covered in this course. E-payment and different methods and technologies used in this area are also presented. The course then introduces in brief security issues in e-business. New technologies like M-Business are also introduced. The theoretical concepts are explained with the support of a number of local and international case studies to explain the impact of the e-business on business operations.

(HRM 951) Advanced Human Resources Management

Recently the human resource had been considered as one of the best ways that's ensuring high performance organizations by building better. Faster, more competitive organizations: which is needed to face the new technologies and the fast and the rapid change in the environment.

This course has two main issues: (1) How to think systematically and strategically about aspects of managing the organization's human assets, and (2) What really needs to be done to implement these policies and to achieve competitive advantage.

This course will provide students with a complete and comprehensive review of essential personal management concepts and techniques needed in managing the human resource in the organizations that ensure its success. This course will provide students also with some important concepts that needed for the practical application such as job analysis, planning, recruiting, and testing, selecting, interviewing, training and evaluating performance. Finally, some concepts related with managing human resources in an international business will be discussed.

(MKT 935) Advanced Marketing Management

This course examines the positioning of organizations' marketing activities through investigating the customers and competitors as an external profile, in addition to performing self-study and portfolio analysis as an internal profile. The course objective is to help students become aware of the major aspects in planning and controlling of marketing operations. By developing their marketing skills, the students will be able to locate marketing activities and formulate alternative business strategies whether for declining or mature markets in a strategic context.

(FIN 942) Advanced Finance and Investment

The course explores the two most significant examples of financial restructuring: the replacement of equity by debt financed transactions as well as the injection of substantial new equity, either through restructuring of ownership via a sell-off or initial public offerings.

The privatization of business is examined as a special case of equity financing. In addition, the course will cover the practical aspects of investment analysis relevant to bond and stock evaluation, portfolio analysis, performance evaluation, and formulation of investment strategies.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Assess and use current concepts/systems and technologies to support an organization's business initiatives.
- Apply human resource practices to support management objectives and the organization's goals.
- Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
- Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
- Outline strategies used to manage risks in an organization's business activities.
- Evaluate the impact of global issues on an organization's business opportunities by using an environmental scan.
- Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
- Participate in the development of a business plan.
- Conduct and present research to support business decision making.
- Plan, implement and evaluate projects by applying project management principles.
- Use accounting and financial principles to support the management and operations of an organization.
- Perform work in compliance with relevant statutes, regulations and business practices.



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Hospital Management Major

The objectives of Major:

The primary objective of MBA program in Hospital Management is to train the graduate students to undertake a wider range of administrative and managerial responsibilities within hospital organizations. This will help the hospitals to be managed professionally and in turn deliver quality healthcare to the patients. The MBA program in Hospital Management will impart the students with a perspective which enables them to relate to the entire business environment within which they may operate. They will be able to understand the impact of various decisions and play a significant role in them. The MBA program will also help students to understand business sufficiently to plan their own career and entrepreneurial moves successfully.

(HCM 742) Hospital Financing & Insurance Schemes

Presents an overview of major issues related to the design, function, management, regulation, and evaluation of health insurance and managed care plans. Provides a firm foundation in basic concepts pertaining to private and public sector health insurance/benefit plans, both as provided by employers and government agencies such as Medicaid and Medicare. Key topics include population care management techniques, provider payment, organizational integration, quality and accountability, cost-containment, and public policy. The course makes extensive use of outside experts Course is relevant for management- or policy-oriented students who will be working in, or interrelating with, public and private health insurance plans and organized delivery systems such as HMOs and hospital/physician integrated delivery systems.

(HCI 714) Hospital Information System

This course aims to introduce participants to the role of current Health Informatics Technologies and initiatives. To build Knowledge and skills regarding the manner in which ICT (Information and Communication Technologies) can be employed to enhance the organization and delivery of efficient and effective healthcare, and to promote population health.

(HCQ 712) Hospital Quality Management

This course introduces concepts, tools and techniques used in quality management in general and its application to healthcare quality settings in order to assure design of services and improve the delivery process with a patient centered focus. The aim of this course is to:

- Understand the existence of different perspectives on quality.
- Understand quality management, quality assurance and quality control activities.
- Comprehend the importance of voice of customers and the customer's value concept.
- Describe the importance of quality planning and quality in design.
- Understand the importance of quality measures and continuous improvement activities.
- Summarizes the quality management tools and emerging quality initiatives.
- Discuss the emerging tendencies toward global competitiveness, thus the importance of "benchmarking", as a means of identifying the choice of markets.

(HCM 731) Monitoring & Evaluation of Hospital Services

The course begins with an Overview that provides users with an orientation to Monitoring and Evaluation of hospital services Principles. This course teaches the fundamental concepts of coding and documentation for Hospital services, including procedures for assigning the monitoring and evaluation level based on physician documentation. The course focuses on specific type's services, including Physician Office Services, Physician Hospital Services, Preventive Services, and Critical Care and Emergency Services.

(HCM 724) Physical Facility Management

The main goal of the course is to acknowledge students with the basic concepts of the physical resources healthcare facilities and technologies to show how to manage them efficiently with the financial resources required. The focus will be on how to manage the logistics of provided services, improve and increase productivity of operations using different models and techniques that also insure not only quality but long term reliability as well.

(HCM 732) Costing & Pricing of Hospital Services

This course, designed for teaches modern managerial finance theories as applied to health services organizations. The curriculum is based on basic accounting and finance principles and seeks to convey an understanding of the major financial issues facing hospitals, such as reimbursement protocol, cost allocation, physician-hospital integration analysis and risk sharing.

(MDM 930) Risk Management

In a fast-paced, constantly changing business environment, MBA students are expected to understand business risks, develop and implement risk management plans, measure progress against overall strategy, time and cost requirements, while balancing priorities among different and potentially conflicting stakeholder groups. Therefore, MBA students must be able to Identifying, analyzing, and appropriately responding to risk in a proactive manner, rather than waiting for the overwhelming impacts. Risk Management is an essential skill of the professionally competent manager. This course provides a practical approach to managing risk and detailing and implementing an effective risk management plan.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Identify the components of the healthcare delivery system and external environmental factors affecting the management of healthcare organizations.
- Analyze laws, regulations, court decisions, and health policy that impact healthcare organizations and health services delivery.
- Demonstrate ethical choices, values, and professional behavior in healthcare management roles/decision-making.
- Analyze the responsibility and operations of a healthcare organization to identify and resolve problems and improve performance.
- Use statistical reasoning in interpreting quantitative and qualitative research and organizational data.
- Demonstrate critical thinking and effective decision making through financial management, strategic planning, economic analysis, and quality assessment and improvement.
- Analyze effective methods for assessing quality and safety within healthcare organizations.
- Apply planning and evaluation methods used in strategic planning, implementation, evaluation, and marketing of healthcare organizations.
- Evaluate human resource methods used to effectively recruit, maintain, evaluate, and manage healthcare employees.



Human Resources Management Major

The objectives of Major:

The effective management of the human resources of an organization is critical to the organization's success. The number of HRM professionals is expected to grow rapidly in the coming years because of an increased awareness of the costs and benefits of effective human resource practices. Thus, Human resources goals and objectives focus on recognition of human capital as the resource that drives organizational success. The HRM major designed to help students to build the potential competencies for the future manager and/or HR professional in the private, non-profit, and public sector by delivering relevant theories as well as practical knowledge and skills.

Specialization Subjects:

(BIS 958) Organization Behavior

The study of organizations is the focus of this course. The organization theory is that part of the course which analyzes the whole organization as a unit from a macro-examination perspective. Organizational behavior is the micro approach which focuses on individuals within organizations being the basic building block of organizations. The overall objective of this course is helping students become more efficient and effective as managers through examining the specific characteristics of organizations, the nature and relationship among groups and departments that make up those organizations. In addition, the course will assist students to understand how people work in organizations, and how the organization affects people in it.

(HRM 953) Performance Management

This course equips participants with the ability to make the right decisions about management development strategy, policy and practice. It helps them to systematically determine what activities they should engage in, and how these activities should be delivered. The course considers the three levels of the organization, the team and the individual.

(HRM 956) Web- Based Human Resources System

This course introduces the utilization of the Web in establishing and computerizing human resources information systems in order to accelerate data access, information exchange in addition to performing human resources functions as e-recruitment, out-sourcing e-training, as well as web-based performance appraisal practices in networked organizations. The theoretical concepts are explained with the support of a number of practical and applicable case studies from local and international contexts.

(HRM 954) Strategic Reward System

This course introduces the students to expectancy theory and performance-related pay, fundamental choices in the reward management and key trends in remuneration and reward motivation. In addition, the course explores the pay system process and the payment systems as per flexible patterns of work and flexible pay, skill and knowledge-based pay, competency-based pay, variable pay and broad-band pay. The course elaborates on importance of overtime elimination and recommends strategies for skills and competency-based pay.

(HRM 955) Managing Intellectual & Human Capital

The course covers the following topics: knowledge economy and characteristics of modern organizations, competitive advantage and value chain analysis, knowledge management and developing a knowledge strategy, knowledge roles and skills, aligning human resources management practices and

knowledge strategies as well as managing organizational knowledge by diagnosing intellectual capital, performance management (performance evaluation) and pay for performance, leveraging knowledge through leadership of organizational learning, strategic human resource management, and organizational assessment of intellectual and human capital.

(HRM 957) Seminar in HR Management

This course is designed to provide students with a broad perspective of strategic human resources management. Emphasis will be placed on topics such as integration of human resources management into corporate strategy, the role of organizations' internal and external environment in the implementation of human resources strategies. Within this course, students will be subjected to case studies and practical applications to demonstrate their consolidated understanding of human resources related functions.

(HRM 952) Labor Economics & Legislation

The main aim of this course is to familiarize the students with the economic importance of human resources through the study of the relationship between demographic variables and economic variables. The course also emphasizes the importance of human capital through the improvement in the quality of the labor force. One of the most important objectives of this course is to point out that people should be at the center of development, that growth is a necessary but not sufficient condition to achieve human development. Finally, the course strives to give the students an economic analysis and explanation of the labor market and the main macroeconomic problems regarding the labor force such as unemployment problem and Trade Union.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to work at any of the following positions in the HR field:

- Director of Human Resources.
- Director of Industrial Relations.
- Labor Relations Manager.
- HR Generalist.
- International Human Resources Manager.
- Employment and Placement Manager.
- Employer Relations Manager.
- Compensation Manager.
- EEO Officers or Affirmative Action Coordinators.
- Industrial Relations Representative.
- Compensation Specialist.

International Business Major

The objectives of Major:

The International Business major is designed to achieve the following:

- An understanding of the relevance of international trade in today's business environment.
- An understanding of the challenges and opportunities that result from globalization.
- Knowledge of the different approaches to managing businesses in the global environment.
- An awareness of the emergence of new trading blocs and the pressures they inflict on business and managers.
- An awareness of the ethical and environmental issues that have emerged as a result of globalization and its impact on consumers.

Specialization Subjects:

(IB501) International Business

This course provides the student with a deeper understanding and appreciation of the dominant themes, problems and theories of international business. The course explores the cultural, political, legal, financial, competitive, and physical environments in which international business must operate.

(BIS968) International Business Law

- This course highlights the significance of international law as a key factor in negotiations, contracting, trade agreements considering that national and international boundaries are constantly changing and that trade increasingly is conducted on an international scale.
- The course primarily concerns the legal aspects of international trade to explain the main elements and principles (international commercial transactions and the interrelation between the various contracts.
- Involved, such as the contracts (sale, carriage, insurance and financing. In this context, commercial practice in the form of generally accepted international principles as well as different standard contracts, clauses and rules are given particular attention. Special regard is also given to international licensing.

(MIM 912) International Environment & Regional Economics

The course emphasizes special cases regarding dumping and the World Trade Organization issues as well as some particular regional economic agreements. This course offers an introduction to the fundamentals of the international business environment and its three major aspects:

1. The institutional framework and policy management of international economic relations,
2. Risk assessment and strategic analysis of nations-states,
3. The operational and organizational concerns of the transnational enterprise. The purpose of the course is to provide the international manager with:

- (a) an informed perspective on the institutions and policy processes that shape economic relations between international and national factors and among economic blocs and;
- (b) The substantive base and analytical tools necessary for acquiring an informed perspective.

This course examines such issues as the rules of origin and certificates; it also takes into consideration the future prospects of regional and international agreements and their implications in such areas as exports, trade finance and environmental issues as well as other international business regulations

(ITT645) International Trade

This course presents an overview of international trade theory and policy. The purpose is to explain how economic theory and policy analysis can help the student to understand the economic opportunities and challenges of international trade.

(MKT 930) International Marketing

The course addresses the principles and theories of marketing in an international setting. The techniques for successfully entering and exploiting international markets and the basic elements of an international marketing mix as well as the impact of diverse cultural influences on marketing management strategies will be thoroughly discussed and demonstrated within this course.

(FIN 931) International Finance

This course analyzes financial problems corporations face that result from operating in an international environment. Major topics covered are corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

(HRM958) International Human Resources

This course aims to introduce you to the study and practice of International Human Resource Management (IHRM). To benefit from this, you need, of course, to have a basic understanding of Human Resource Management (HRM) itself. HRM has developed from personnel management, but instead of concentrating primarily on the hiring and firing of staff, it is the strategic and coherent approach to the overall management of an organization's most valued assets – the people working there who contribute to the objectives of the business¹. Its main aim is to develop personnel policies that improve employee relations at work. This course will, therefore, begin with an examination of the history and nature of Human Resource Management, before embedding it in its international context.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to understand the nature of international business:

- How international factors affect domestic concerns.
- Regional economic integration and economic and political integration.
- The main institutions that shape the global marketplace.
- Businesses expansion abroad.
- The key legal issues related to businesses operating in other countries.
- For the goal - Demonstrate developed global perspectives.
- Cognitive knowledge of global issues.
- Interpersonal skills with individuals from various cultures.
- Social responsibility awareness on global issues.

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International Trade Major

The objectives of Major:

The major focuses on the global perspective of doing business. On one hand, the major pertains to the mechanisms of the global economy and about how firms prosper by understanding those politics, or fail by misunderstanding them. On the other hand, the major cascades the macro concepts into the operational level through focusing on the different aspects of exports/imports operations.

Specialization Subjects:

(MIM 911) Exports and Marketing Research

This course elaborates various uses of marketing research techniques for competitive advantage in a global business context. Critical assessment of the need for market information and its potential value is an important part of this course. Students will develop the necessary skills to implement real-world market research, including research, design, data collection, data analysis and reporting the results.

(IB 501) International Business

Develop skills needed to be effective in cross-national interactions and in daily operations in foreign subsidiaries. Analyze management at both an organizational and interpersonal level. Evaluate the unique international environment, strategic planning, and organization international operations. Demonstrate managing human resources and controlling international operations.

(ITT 645) International Trade

This course presents an overview of international trade theory and policy. The purpose is to explain how economic theory and policy analysis can help us understand the economic opportunities and challenges the international trade faces. In addition, the course covers the economic dimensions of international trade.

(MIM 915) Exports & Imports Processes and Logistics

This course covers in detail the techniques and procedures involved in carrying out export transactions successfully. Topics include the language of international trade, terms of payment, incoterms, trade barriers, export licensing pricing, order handling, insurance, international collections, and international transportation.

(IFI 724) International Finance (Negotiations & contracting skills)

This course analyzes financial problems corporations face that result from operating in an international environment. Major topics covered are corporate strategy and the decision to invest abroad, forecasting exchange rates, international portfolio diversification, managing exchange risk, taxation issues, cost of capital and financial structure in the multinational firm, and sources of financing.

(ITS 643) Global Supply Chain

This course aims to provide the student with an overview of world trade and trading patterns, with the associated theoretical underpinnings. It is within this context that the student will study a range of current global supply chains, and explore the current concerns of managing complex relationships such as building relationships with suppliers, developing transport plans, issues in management of supply chains and the ethical dimension.

(MKT 930) International Marketing

The course addresses the principles and theories of marketing in an international setting. The techniques for successfully entering and exploiting international markets and the basic elements of an international marketing mix as well as the impact of diverse cultural influences on marketing management strategies will be thoroughly discussed and demonstrated within this course.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Asses the exchange rate risks and uses the tools to hedge these risks.
- Understand the international business environment and its effects on the business.
- Use the techniques of international marketing.
- Integrate the international dimension to the company strategy.
- Appreciate the aspects of the supply chain management for international operations.
- Utilize the best practices in exports management.
- Understand how to international strategy for the company.

Managerial Accounting Major

The objectives of Major:

The MBA-CMA combined program enables students to achieve the credits required to earn the CMA designation while earning a Master of Business Administration degree in Managerial Accounting, Also it saves significant time and money by acquiring both credentials concurrently instead of achieving them individually.

The objectives of The Managerial Accounting Major:

- To develop the area of management accounting as a recognized profession by identifying the role of the management accountant in the field of risk management, internal decision making, planning and cost management, budgeting etc.
- To administer a certification designed to validate competence and practical skills of accountants employed by today's dynamic business entities.
- To set minimum criteria in measuring academic standards in the field of management accounting.
- To embolden management accountants to keep abreast of the changing conditions in the global business environment and pursue continuing professional development.

Specialization Subjects:

(IFI 760) Planning, Budgeting and Forecasting

This course examines the roles of planning, budgeting and data analysis in understanding and improving educational efficiency and effectiveness at both the building and district levels. Students will become familiar with different planning and budgeting models and alternative theories of change, and will become competent at analyzing data to improve decision making and organizational performance that supports the achievement of educational goals and objectives. Use of cases and exercises to create, execute and analyze different types of budgets, perform Cost-Volume-Profit and Break-even analysis. Optimization of financial decisions making through Strategic Planning and the Budgeting Process, Capital Investment Appraisal, Financing and Cost of Capital, Costing Techniques, Corporate Budget Process, Forecasting Methods, and Budget Controls. Focus on budget development issues (such as transparency) and execution. The course does not teach financial accounting.

(HRM 953) Performance Management

This course equips participants with the ability to make the right decisions about management development strategy, policy and practice. It helps them to systematically determine what activities they should engage in, and how these activities should be delivered. The course considers the three levels of the organization, the team and the individual.

(IFI 762) Cost Management

This course will teach students how to effectively estimate project cost and manage the project budget. Advanced techniques in earned value will be presented as well as several excellent estimating models. Students will learn how to control project costs while still producing on time the product or services they promised.

(IFI 763) Internal control and professional Ethics

The Course aims to provide the participants with the necessary concepts, principles, tools and techniques in understanding and in the installation, implementation, monitoring and evaluation of the internal controls in an agency. Also this course critically examines ethical issues that arise in professional life. The course will examine not only the general relationship between ethics and professional life but the particular consequences of ethical considerations within the student's own profession and the professions of others with whom the student must live and work.

(IFI 764) Financial statement Analysis

This course on financial statement analysis provides students with a fundamental understanding of how to interpret accounting data presented in financial statements issued by corporations. The course introduces and analyses the relationship between business activities (planning, financing, investing and operating) and financial statements. It demonstrates popular tools and techniques in analyzing and interpreting financial statements with an emphasis on the need of users' of financial statements. The basic concepts and conventions applied to the construction of financial statements is briefly viewed, Emphasis is placed on the interpretation of financial data by means of comparative statements, trend percentages, detailed analysis of working capital and extensive use of various generally accepted ratios.

(IFI 766) Investment Decision & professional ethics

This course focuses on analysis of corporate investment decisions. Since the emphasis is on application of the concepts learnt in the core courses, the course is case-oriented. The course begins with the valuation tools of financing statement analysis, financial forecasting, and cash flow estimation and then shows how to estimate of cost of capital. The major emphasis of the course is valuation in different contexts such as resource allocation, mergers and acquisitions, and cross-border acquisitions. The course provides the student an opportunity to learn and practice spreadsheet skills. The course also provides an overview of working capital management.

(IFI 765) Decision Analysis and Risk Management

Individual-level decision making, decision analysis, values integration, heuristics and biases in judgment, group decisions, game theory, negotiations, societal risk management, risk assessment, perception and communication, applications to health safety, and environmental risks.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- **On Corporate Level:** Enhance the knowledge base and professional recognition of expertise acquired in the management accounting domain.
- **On Personal Level:** learners will have the essential skills in financial planning, analysis and control area as well as decision taking support. Also professionals will be provided with higher opportunities for career promotion in the management accounting positions, together with higher job packages.



Marketing Management Major

The objectives of Major:

Marketing major provides students with a solid understanding of business activities under the marketing umbrella—from the identification and selection of target markets, to the development, pricing, placement and promotion of goods and services, and the management of relationships among business partners and their customers. Students receive a broad foundation in marketing concepts and practices and opportunities to pursue greater understanding and skills in selected areas of the discipline including sales, advertising, distribution and logistics, and international marketing.

Specialization Subjects:

(MKT 934) Consumer Behavior

The objective of the course is to provide students with absolute understanding of consumer behavior including consumer decision process and the influence of environmental and individual differences on buying decisions. The course also introduces methods of influencing consumer behavior and how they are used to enhance the effectiveness of the marketing efforts of business organizations.

(MKT 937) Marketing Research

This course is a study of the science and application of marketing research in business and public organizations. It covers the areas in which marketing research is needed. The research process including problem definition, briefing, proposals, research design, data collection, analysis, interpretation and presentation of findings is also included. The course will place emphasis on the balance between scientific and practical decision-making support requirements.

(MKT 941) Promotion & Personal Selling

This course is a combination of both the conceptual frameworks in development and application of both the advertisement and promotional techniques together with the buying behavior and communication principles in successful personal selling. The first part of the course explores the advertising concepts in relation to product marketing, media planning and advertising research. The second part of the course will cover prospecting and qualifying potential customers, planning and making sales calls, dramatizing the sales presentations and how to build up long-term partnerships.

(MKT 943) Channel of Distribution Institutions

This course is a study for the elements and management of marketing channels. The basic ideas, concepts and different aspects underlying marketing channels will be discussed. The course will focus on issues pertinent to the different roles of channel members and institutions, namely retail, wholesale, and franchising. It covers demand-side analysis, supply side analysis and the gap analysis of both channel flows and channel structures, and whether to vertically integrate the channel. The course also elaborates on the importance of management and coordination of the channel through the use of channel power sources and the recognition of channel conflict. It covers the rapidly growing non-store alternatives, including electronic channels, catalogs, and direct selling. The course deals with the critical role that supply chain management plays in creating value added applications in marketing channels.

(BIS 923) MIS & E-Business

This course introduces the fundamentals of e-commerce, the computer as an organizational information system, systems methodologies and the computer as a problem solving tool. The different business models, benefits and limitations of e-business are also explained.

The course covers the concept of retailing in business (e-tailing), e-marketing and market research in business. Intra business between organizations and e-government are important topics to be covered in this course. E-payment and different methods and technologies used in this area are also presented. The course then introduces in brief security issues in e-business. New technologies like M-Business are also introduced. The theoretical concepts are explained with the support of a number of local and international case studies to explain the impact of the e-business on business operations.

(MKT 930) International Marketing

The course addresses the principles and theories of marketing in an international setting. The techniques for successfully entering and exploiting international markets and the basic elements of an international marketing mix as well as the impact of diverse cultural influences on marketing management strategies will be thoroughly discussed and demonstrated within this course.

(MKT 942) Seminar in Marketing Management

Within this course, students will be subjected to case studies and practical applications on how to identify elements and techniques of performing marketing activities. Students will be required to present papers to demonstrate their consolidated understanding of planning, executing and controlling of marketing operations pertinent to advertising and promotion, personal selling, consumer behavior theoretical and practical approaches.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Identify the core factors that need to be examined for understanding consumer behavior.
- Identify elements of professional image, attitude and business ethics.
- Interpret the language of marketing research.
- Analyze a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives.

Project Management Major

The objectives of Major:

In recent years project management has gained a solid reputation in the business world, and rightly so. Project management is an area of expertise that is becoming increasingly crucial to the achievement of strategic objectives. Until late 1970s, most businesses were satisfied if they undertook a few, mostly high technical, specialized projects every year. Project management was seen mostly as a tool for controlling costs and schedules, and was limited to the field of construction and mega projects.

The emergence of fiercer globalize competition, which in turn led to an overall decline in the product lifecycle forced the companies to devise new ways of doing business and adapt to constantly changing organizational environment.

The projects or challenges were no longer strictly technical in nature, but also involved improving management practices and organization structures. Over the years, companies started to use project management more and more. As from the early 1990s, we saw an increasing number of organizations using project management techniques to help to meeting strategic challenges and implement change. It was the start of a new era. Companies devoted 40 times more time to project management in the 1990s as compared to the 1970s. Project manager became a true leader of people within the company.

This course involves the ABCs of managing projects, including the project life cycle and project management body of knowledge areas. The project management knowledge areas include project time management, cost estimation and control, risk management, quality management, configuration management, human resource organization and management, contracting, communication management. Other basic target is the softer management skills, and the hands-on use of project management tools and software.

Specialization Subjects:

(PMD 913) Project Progress and Cost Control

This course focuses on how to monitor and control project progress and cost aspects. The course will introduce the earned value management (EVM) methodology used internationally for integrating scope, schedule, and resources, and for objectively measuring project performance and progress. This methodology is now declared as standard for integrated progress and cost management in the USA and the UK after being used for a long time by the US Department of Defense. The student shall also learn how to use project management software to implement EVM methodology on real world projects.

(PMD 912) Project Cost Estimating and Financial Planning

This course introduces the different cost and financial aspects of the project, which are one of the main concerns in managing today's projects irrespective of their size and type. Emphasis is given to real-world tools and techniques needed for planning, estimating and budgeting project costs so that the project can be completed within the approved budget. The course also includes comprehensive hands-on training on using software systems in developing the costs for an internal project or for bidding on an external project.

(PMD 911) Project Planning and Scheduling

This course addresses the project processes required to build an effective and realistic project plan. The course covers the identification of project scope and structuring it, determining the specific schedule for activities that need to be performed to produce the various project deliverables along with their interdependencies. The course includes comprehensive hands-on training on using project management software in creating project plans.

(PMD 916) Project Contracting and Procurement

This course covers contract management and change control processes required to administer contracts or purchase orders in the project context. The course covers a variety of contracting and procurement issues essential for professionals working in the project management field such as: planning for purchases and acquisitions, documenting requirements, identifying and pre-qualifying potential contractors, issuing requests for proposals (RFPs), obtaining and evaluating proposals, selecting contractors and negotiating contracts using a contract management software system.

(PMD 915) Project Risk Quality Management

The course focuses on processes such as: risk management planning, identification, analysis, monitoring and control of a project with the objective of increasing the probability and impact of positive events versus adverse ones. Great attention is given also to risk, response planning, monitoring and control during the course of the project as well as the application of risk management software tools.

(PMD 920) Project Logistics

This course addresses two specialized key areas in the project management sectors: the management of technical issues and the procurement of third party resources. The focus on the logistics of projects involves the usage of technology within the context of the management of projects. This involves not only doing the “technical” elements of the project but more importantly managing the processes and practices needed to ensure the technical issues by which projects are transformed from concepts into actual entities—doing this effectively within the time, cost, strategic, and other constraints on the project.

In this regard, this course includes a number of sessions that guide the participants through the key lifecycle issues that define the project, ensure its viability, manage requirements, and track changes; in short, that highlight the key steps in transforming and realizing the technical definition of the project.

(PMD 923) Project Seminar & Case Studies

This course is to present, in seminar environment, case studies on project management. The involvement of the students in seminars to study and analyses project management case studies is intended to enhance the students capabilities in dealing with real life project management applications and problems solving.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to handle the basic concepts of project management including:

- Project planning and time management theoretical and practical background and application.
- Project internal and external risk management.
- Project cost estimation and control management including the earned value EV.
- Project quality planning, assurance, control, and management.
- Project human resource management and organization development.
- Project configuration management.
- Project contracting, FIDIC guidelines, turnkey project EPC projects.
- Project communication management.
- Seminars and case studies on real life projects and problem solving.
- How to apply to project management institute PMI certification PMP.

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Retail Management Major

The objectives of Major:

The retail industry is ever growing, creating high demand for competent and qualified professionals. An MBA Retail Management program is designed for individuals seeking to advance not only in the retail industry, but those seeking careers in consumer goods and services since these are also affected by the actions of retail companies.

Specialization Subjects:

(ITT 635) Retail Management

The course provides the participant with an understanding of retail management concepts, technology, and their impact on competitive edge of retail businesses. This course aims to deal with the managerial, strategic, technological, operational and tactical dimensions of retail business.

(ITS 632) Customers Relationship Management

Managing relationships with customers has become a critical organizational competency. The course introduces the student to the winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. This course will teach the student how to select the right tools for the business-- so it can grow today--and on into the future.

(EMK 733) Integrated Marketing communication

The participants taking this course will be at the forefront of the important IMC movement that looks forward to an integrated brand experience on the part of the customer.

Participants will learn and practice message and touch point integration with special attention to effectiveness and measurable results.

(ITS 634) Supply chain Management

This course will enable the student to understand and critically evaluate the principles of supply chain management and to understand how a supply network should be organized and effectively managed. It will take account in particular of supply strategy, inter-organizational relationships and logistics issues, and is applicable to a wide variety of sectors, including service applications. Through extensive use of case studies, it will develop skills in application of theory to address complex organizational problems.

(ITS644) Management of Distribution Institutions

This course examines the needs of consumer goods and services companies selling through wholesalers and retailers; business-to-business firms working through independent distributors and sales representative firms; retailers seeking to improve efficiency in an increasingly competitive marketplace; and intermediaries seeking to preserve their role in an increasingly fluid channel structure.

(MKT937) Marketing Research

The objective of this intensive course is to familiarize students with basic applications of research in marketing. The course shall expose students to the marketing research process through real case applications, examples as well as theory. Furthermore, this course allows students to understand fundamentals that allow them to become researchers and intelligent users of research.

(ITR 637) Retail Merchandising

This course covers both strategic and operational decisions. It explains the context of buying operations, the issues facing retail buyers in different types of retail organization, and the activities of retail buyers and their interaction with other functional areas.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Understand the best practices in retail management.
- Conduct a complete feasibility study for store opening.
- Analyze and evaluate the different lines of distribution.
- Set and control plans for dealing with key accounts.
- Utilize the different marketing techniques of retail.
- Edit cost effective merchandising policies for retail business.
- Understand the supply chain management fundamentals.
- Utilize the best practices in pricing in retail sector.
- Align the retail plans with the company strategy.

Sales Management Major

The objectives of Major:

The Major provides a macro-micro overview of the unique opportunities and challenges encountered in the process of managing the sales function. How to design and implement effective strategies to build and manage successful buyer-seller relationships. Participants will get insight into how to select, develop, compensate, and otherwise manage sales people in a manner that is consistent with, and helps accomplish the organization's strategic objectives. How to increase sales and sales management effectiveness through the integration of technology, including computer and communications hardware and software, customer relationship management software, social networking tools, emerging media, and other related tools.

Specialization Subjects:

(ISM 630) Sales force Management

This course considers sales force management from a strategic perspective. Practical actions which sales managers can take to direct, influence and control sales staff are examined together with implementation issues such as sales force recruitment and selection, sales training, motivation and reward.

(ITS 644) Management of Distribution Institutions

This course examines the needs of consumer goods and services companies selling through wholesalers and retailers; business-to-business firms working through independent distributors and sales representative firms; retailers seeking to improve efficiency in an increasingly competitive marketplace; and intermediaries seeking to preserve their role in an increasingly fluid channel structure.

(EMK 733) Integrated Marketing communication

The participants taking this course will be at the forefront of the important IMC movement that looks forward to an integrated brand experience on the part of the customer.

Participants will learn and practice message and touch point integration with special attention to effectiveness and measurable results.

(ISM 631) Negotiations and contracting skills

The course covers the foundations of sound contract management principles from the sales manager perspective. The course focuses on establishing a high level of awareness on contract development, administration, and closeout. In addition the course helps the participants to enhance their negotiation skills to achieve a win-win selling process.

(MKT 933) Personal selling

This course focuses on how to plan, prepare, and execute sales proposals and presentations that address customer concerns, reduce the number of objections they encounter, and improve their closing of the sale process.

(ISM 632) Key Accounts Management

The course provides participants with practical and effective strategies to ensure that key account relationships are nurtured into highly valued partnerships. A strong focus will be placed on strategic planning and the skills needed to protect key accounts from competitor attack.

(ITS 632) Customers Relationship Management

Managing relationships with customers has become a critical organizational competency. The course introduces the student to the winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. This course will teach the student how to select the right tools for the business-- so it can grow today--and on into the future.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Set a professional sales team compensation plan that strikes a balance between cost consideration and motivation.
- Effectively design sales territories.
- Analyze and evaluate the different lines of distribution.
- Set and execute plans for dealing with key accounts.
- Utilize the different marketing techniques in profit effective approach.
- Understand the best practices in personal selling and utilizing social media tools.
- Utilize the best practices in negotiations.
- Set the sales department different budgets.
- Align the sales function plans with the company strategy.

Sports Management Major

The objectives of Major:

The Major aims to provide students with the knowledge and skills required of managers in Egypt and international Sports Management industry.

The curriculum is design to provide a balance between Sports studies and Management principles. It combines a strong theoretical foundation with relevant field experience, which provides an essential link between classroom knowledge and professional practice.

The course encompasses an extended Internship component offering students practical and valuable workplace experience.

Students will benefit from the expertise of the lecturing staff who are leaders in their fields, with strong links to industry groups, and whose expertise is regularly sought in the national and international arena.

Specialization Subjects:

(ESP 620) Sports Financing

Demonstrates how the principles of financial management can be used to manage profitability in a sport and recreation organization. Emphasis will be placed on financial planning, management and evaluating the performance of a sports business.

(ESP 630) Sports Legislations

This course deals with the enactment and construction of statutes with specific attention to the organization, procedures and powers of federal and state legislative bodies, to statutory drafting and construction, and to lobbying.

(ESP 640) Sports Media

This course will examine the many areas that make up the field of media relations in sport. The inner workings of the media relations operation of professional sports organizations and collegiate sports programs will be thoroughly evaluated. Students will learn about the best practices of, and importance of, sport communication

(ESP 650) Sports Public Relation

Is a practical, professional workshop in public relations, promotion, publicity, merchandising and fund raising with emphasis on sport/fitness organizations, cases and objectives.

(ESP 660) Sports Quality Management

This course examines concepts, tools; techniques used in the management and measurement of quality, productivity, and competitiveness in Sports organizations. The course focuses on the management culture, philosophy, practices, and processes to develop a total quality orientation. Ideas and topics covered are: process improvement; process orientation; service quality; human resources; customer satisfaction programs; quality function deployment; process control and capability; role of inspection; economics of quality; productivity measurement; learning and organizational performance measures.

(ESP 610) Sports Events Management

Provide students with an international, national, regional and local perspective of events management. It will examine and evaluate management, marketing, financial and operational considerations together with the strategies necessary to ensure a viable event.

Project planning techniques will be examined and evaluated. The events industry will be reviewed as part of the overall tourism product.

(MDM 927) Introduction to Crisis Management

This course aims to equip students with the necessary knowledge and skills to recognize an impending crisis. In addition, students will learn how to diagnose the nature of the crisis, how it affects key stakeholders, how to communicate during crisis, and how to learn from the crisis. As the emphasis is on preventing a crisis rather than reacting to a crisis.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Describe and contrast the nature of Sports Management for activities, events, and celebrations.
- Explain the objectives of Sports Management as community development strategy.
- Prepare a tourist itinerary that includes experiences of sport, culture, natural environment within a budget.
- Prepare a persuasive presentation designed to attract sport tourists to a destination of the student's choice.
- Describe the relationship between sport and tourism.
- Analyze successful Sports Management ventures and apply the knowledge to other circumstances.
- Describe the impact of Sports Management on the economic, social, cultural, and environment of Sports Management destinations.
- Explain how various levels of government contribute to the development of Sports Management destinations.

Supply Chain Management Major

The objectives of Major:

MBA in Supply Chain Management is developed in response to views consistently expressed by Industry practitioners in recent years, based on evolving trends in the Industry. Especially, during the last two decades, manufacturing and service industries were preoccupied mainly with firm-level improvement strategies, such as manufacturing resource planning (MRP II), just-in-time (JIT) systems and business process reengineering (BPR). In recent years, however, the need to improve inter-firm communication and coordination along the supply chain has been realized as the new frontier in improving operations management.

Specialization Subjects:

(ITS 631) Logistics Management

This course will provide students with a detailed understanding of the major issues involved in business logistics. Students will learn that logistics is an enabler that facilitates the movement of goods, provision of services, and the use of information in supply chains. Students will also gain an understanding of efficient and effective means of producing and distributing physical products through approaches such as lean manufacturing and lean logistics.

(ITS 632) Customers Relationship Management

Managing relationships with customers has become a critical organizational competency. The course introduces the student to the winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. This course will teach the student how to select the right tools for the business-- so it can grow today--and on into the future.

(ITS 634) Supply chain Management

This course will enable the student to understand and critically evaluate the principles of supply chain management and to understand how a supply network should be organized and effectively managed. It will take account in particular of supply strategy, inter-organizational relationships and logistics issues, and is applicable to a wide variety of sectors, including service applications. Through extensive use of case studies, it will develop skills in application of theory to address complex organizational problems.

(ITS 641) E-Supply Chain Management

This course introduces the student to modern IT practices in support of logistics and supply chain management. It demonstrates the principles and theory of good design of stored data and integrated information systems support and gives exposure to the most modern implementations of this in the form of the SAP Enterprise Resource Planning software.

(ITS 633) Supply Chain Modeling

This course introduces students to different approaches, support tools, and analytical methods for decision making in various business supply chain management situations. The objective is to develop the students' ability to define business problems, construct quantitative models and effectively utilize decision making applications such as Excel Solver.

(ITS 643) Global Supply Chain

This course aims to provide the student with an overview of world trade and trading patterns, with the associated theoretical underpinnings. It is within this context that the student will study a range of current global supply chains, and explore the current concerns of managing complex relationships such as building relationships with suppliers, developing transport plans, issues in management of supply chains and the ethical dimension.

(ITS 644) Management of Distribution Institutions

This course examines the needs of consumer goods and services companies selling through wholesalers and retailers; business-to-business firms working through independent distributors and sales representative firms; retailers seeking to improve efficiency in an increasingly competitive marketplace; and intermediaries seeking to preserve their role in an increasingly fluid channel structure.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Utilize the best practices of supply chain management.
- Align the supply chain strategy with the company strategy.
- Apply the best practices in inventory management.
- Apply the best practices in freight management.
- Understand the best practices in applying IT to supply chain.
- Apply the best practices in vendor's relationships management.
- Appreciate the difference between domestic and international supply chain management.
- Utilize the best practices in customer relationships management.

Technical Analysis Management Major

The objectives of Major:

Technical Analysis is very broad area of knowledge widely utilized by stock analysts, Professional traders and investment managers. The knowledge and techniques in Technical Analysis are constantly evolving and improving with new methods being developed at a rapid pace. These methods and concepts can be applied to any market: equities, fixed income, Currencies, commodities and futures/options, either domestic or global.

This program is designed to provide a comprehensive overview of the essential concepts and Techniques of Technical Analysis as practiced today by many analysts, traders and investment managers in the financial markets. Methodologies for construction and interpretation of Candlestick charts will be covered in depth.

Participants will also learn how to identify support and resistance levels from the classical Area of Technical Analysis. The use and effectiveness of several powerful trend indicators will be explained as well. At the end of the training program, participants will be able to apply these concepts and tools to make better risk-reward timing decisions in the financial Markets.

Specialization Subjects:

(IFI 712) Technical Analysis

This course provides an introduction to technical analysis as an approach aimed at supporting investment decisions in the securities markets. The course introduces the philosophy and rationale of technical analysis through the understandings of crowd psychology. The course also covers the Dow Theory, trend, support/resistance and volume analysis, pattern formations, trend lines and channels, bar charts, gap analysis and analysis of different time horizons.

(IFI 721) Assets & Portfolio Management

This module covers basic techniques of valuation and management of securities in a portfolio context. Global and local equity market features will be incorporated to add depth to the module. For portfolio management, concepts of risk and return are analyzed. The concept of portfolio diversification and the construction of optimal portfolios such as mean-variance efficient portfolios are studied. The syllabus extends to the consideration of diversification and investments where currency risks and interest rate risks need to be evaluated.

(IFI 718) Technical Analysis Indicators & Contrary Opinion

The 1st part of this course introduces moving averages as a tool for trading and presents various technical analysis techniques that are based on this approach.

The 2nd part of this course introduces the contrary opinion as an important feature in the understanding of crowd psychology. Then, introduces various indicators and oscillators along with various technical analysis techniques that are based on each approach.

(IFI 723) Financial Derivatives

In this course, students develop an understanding of financial derivative instruments and their applications to corporate strategy and risk management. Throughout the course, we emphasize the perspective that derivative instruments are problem-solving tools that, when used correctly, can create value for financial and non-financial corporations. We cover forward, future, option, and swap contracts, hedging, arbitrage, and derivatives-pricing models.

(IFI 768) Advanced Charting Methods

The 1st part of this course introduces Candlesticks as an advanced charting method and presents various technical analysis techniques that are based on this method in combination with previous methods such as oscillators and moving averages.

The 2nd part of this course introduces the point and figure charting as another advanced charting method and presents various technical analysis techniques that are based on this method.

(IFI 728) Advanced Technical Analysis

This course further introduces advanced/in-depth technical analysis, through analysis of sentiment indicators, market breadth (health) and relative strength analysis. The course also introduces Fibonacci techniques as a means to explore the depth of market movements.

(IFI 767) Elliot Wave Theory & time cycles analysis

The 1st part of this course introduces the Elliot wave theory as an advanced technical analysis method of analysis. The course begins with an introduction to the theory, presents its aspects, rules and guidelines and application for proper wave counting of counting.

The 2nd part of this course introduces the time cycles analysis as another advanced technical analysis method of analysis. The course explains the characteristics, properties and presents techniques for isolating cycles.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Explain the role markets and institutions play in security valuation.
- Identify, evaluate, and explain the financial decisions of corporations.
- Engage in research and evaluate if investment and financial policies maximize firm value.
- Evaluate risk and devise risk management strategies.
- Understand the trade-off between risk and return.
- Model financial problems to facilitate decisions making.
- Become proficient at analyzing financial statements.
- Apply appropriate principles of valuation to major financial assets and securities.

Trade Operation Management Major

The objectives of Major:

In the last decade operations management profession has developed two clear lines; namely, technical and managerial skills. The major is designed to grasp this concept with a special focus on trade operations. The course is designed to provide students with the best practices and complete knowledge to manage commodities exchange operations.

Specialization Subjects:

(ITS 644) Management of Distribution Institutions

This course examines the needs of consumer goods and services companies selling through wholesalers and retailers; business-to-business firms working through independent distributors and sales representative firms; retailers seeking to improve efficiency in an increasingly competitive marketplace; and intermediaries seeking to preserve their role in an increasingly fluid channel structure.

(ITT 645) International Trade

This course presents an overview of international trade theory and policy. The purpose is to explain how economic theory and policy analysis can help us understand the economic opportunities and challenges the international trade faces. In addition, the course covers the economic dimensions of international trade.

(ITT 638) Commodity Exchange & investment strategies

The course focuses on commodity exchanges functions and operations. The course also introduces the student to technical and fundamental tools to deal with the derivatives in major commodity exchanges.

(ITT 635) Retail management

The course provides the participant with an understanding of retail management concepts, technology, and their impact on competitive edge of retail businesses. This course aims to deal with the managerial, strategic, technological, operational and tactical dimensions of retail business.

(ITS 634) Supply chain Management

This course will enable the student to understand and critically evaluate the principles of supply chain management and to understand how a supply network should be organized and effectively managed. It will take account in particular of supply strategy, inter-organizational relationships and logistics issues, and is applicable to a wide variety of sectors, including service applications. Through extensive use of case studies, it will develop skills in application of theory to address complex organizational problems.

(ITS 632) Customers Relationship Management

Managing relationships with customers has become a critical organizational competency. The course introduces the student to the winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. This course will teach the student how to select the right tools for the business-- so it can grow today--and on into the future.

(EMK 733) Integrated Marketing communication

The participants taking this course will be at the forefront of the important IMC movement that looks forward to an integrated brand experience on the part of the customer.

Participants will learn and practice message and touch point integration with special attention to effectiveness and measurable results.

(MNG 930) Strategic Management

This course is designed to enable students to identify central issues and problems in business organizations to suggest alternative approaches and then present well-supported recommendations for future actions. The course will accomplish these objectives by explaining concepts and theories useful in understanding the strategic management process. The course will cover topics such as characteristics of strategic decisions, strategic decision makers, social responsibility and ethics in strategic management, situation analysis and corporate strategy, business and functional strategies in addition to strategy implementation and control. A case-study oriented approach will be heavily used in this course.

Major Outcomes:

The learner after achieving the requirements of major will be able to:

- Assess and deal with the risks of exchange rate on the international trade operations.
- Set strategic plans for the trade operations.
- Analyze and evaluate the different lines of distribution.
- Utilize the different marketing techniques.
- Understand how to benefit from the advantages of commodity exchanges.
- Align the trade sector plans with the company strategy.
- Understand and apply the best practices in Customer Relationships Management.
- Integrate the fundamentals of supply chain management into managerial decisions.

Arab Academy for Science, Technology
& Maritime Transport

**For further information and/or questions regarding the majors
email us on:**

Ask4majors@aagsb.aast.edu